

EH!

DIG THIS CRAZY COMIC!

A CHARLTON PUBLICATION

No 6



DIG THIS CRAZY COMIC

EH!



10¢

29



I CAN'T SEE YOU TONIGHT, ARCHIEBALD... I JUST REMEMBERED I'VE GOT A DATE WITH A SAILOR !!!



MUSEUM OF ANCIENT ART AND CULTURE

Stenheimer





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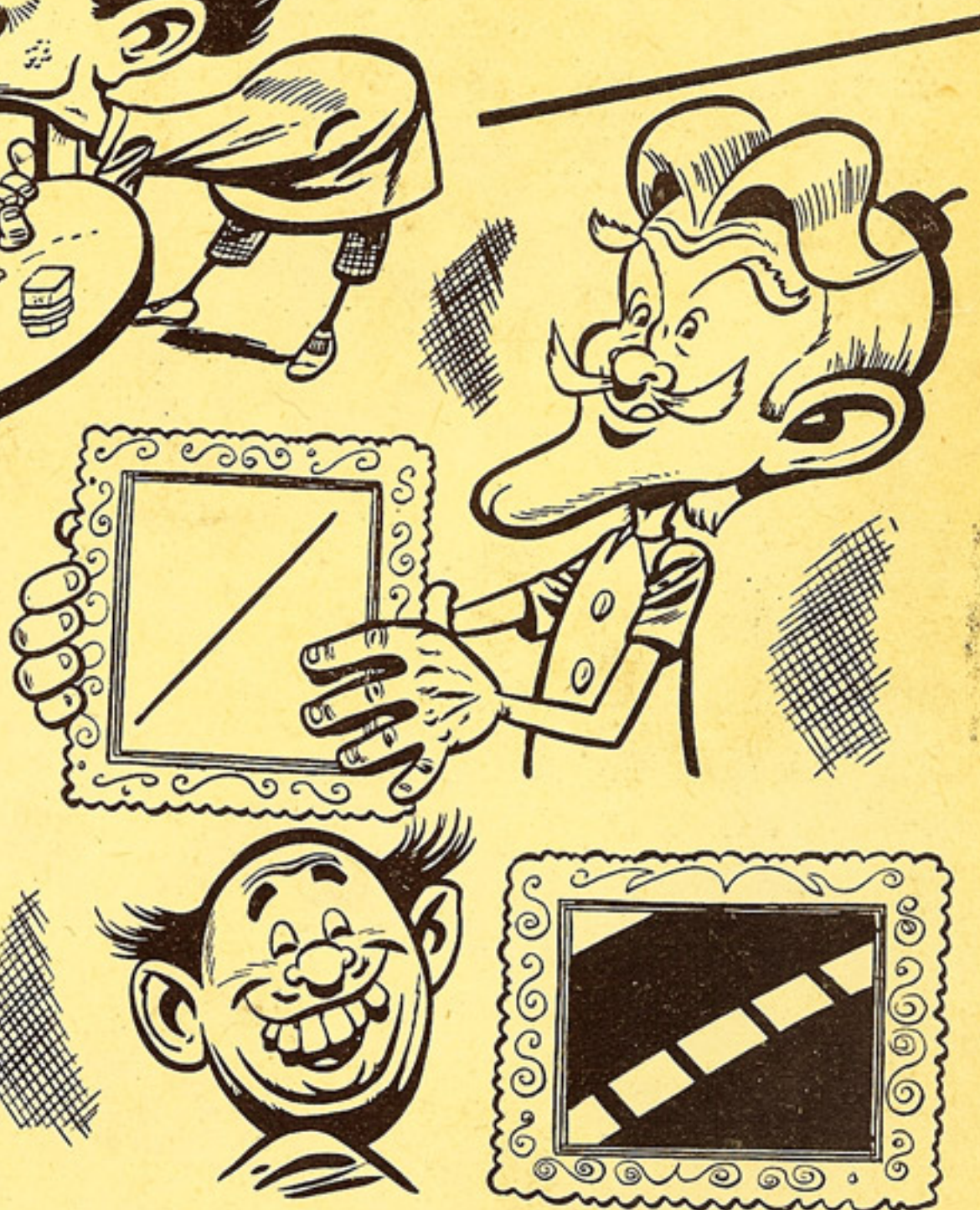
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EH!

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# EH! dig this crazy comic!

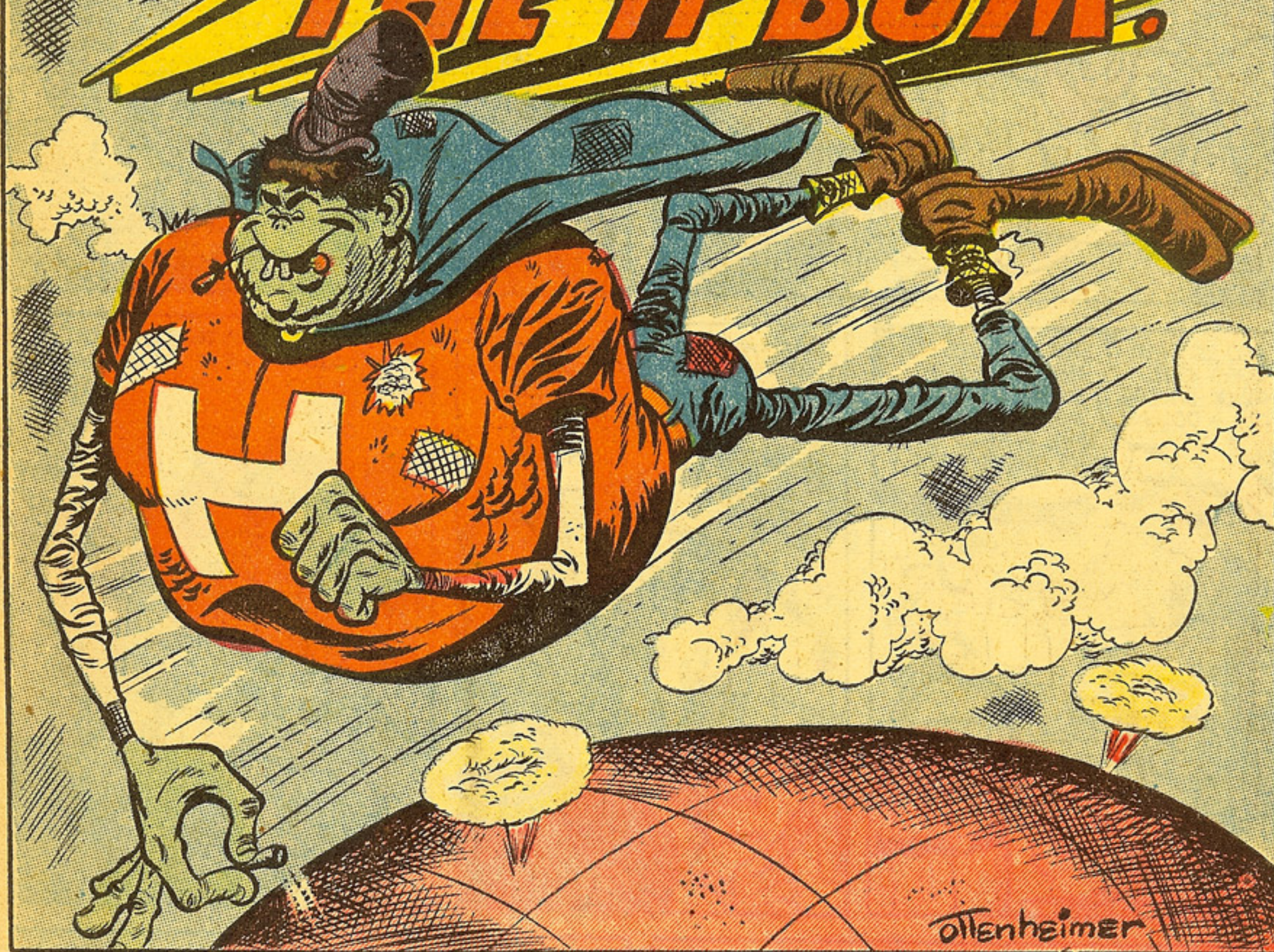
The following outstanding magazines are easily identified on their covers by the words A CHARLTON PUBLICATION.

ATOMIC MOUSE ★ COWBOY WESTERN HEROES ★ CRIME AND JUSTICE ★ FUNNY ANIMALS ★ EH! Dig this crazy comic ★ HAUNTED ★ HOT RODS AND RACING CARS ★ ZOO FUNNIES ★ LASH LARUE WESTERN ★ ROCKY LANE WESTERN ★ RACKET SQUAD ★ SIX-GUN HEROES ★ ROMANTIC STORY ★ SCIENCE-FICTION SPACE ADVENTURES ★ STRANGE SUSPENSE STORIES ★ SWEETHEARTS ★ TEX RITTER WESTERN ★ TRUE LIFE SECRETS ★ TV TEENS ★ THE THING ★ MY LITTLE MARGIE.

Every effort is made to insure that these comic magazines contain the highest quality of wholesome entertainment.

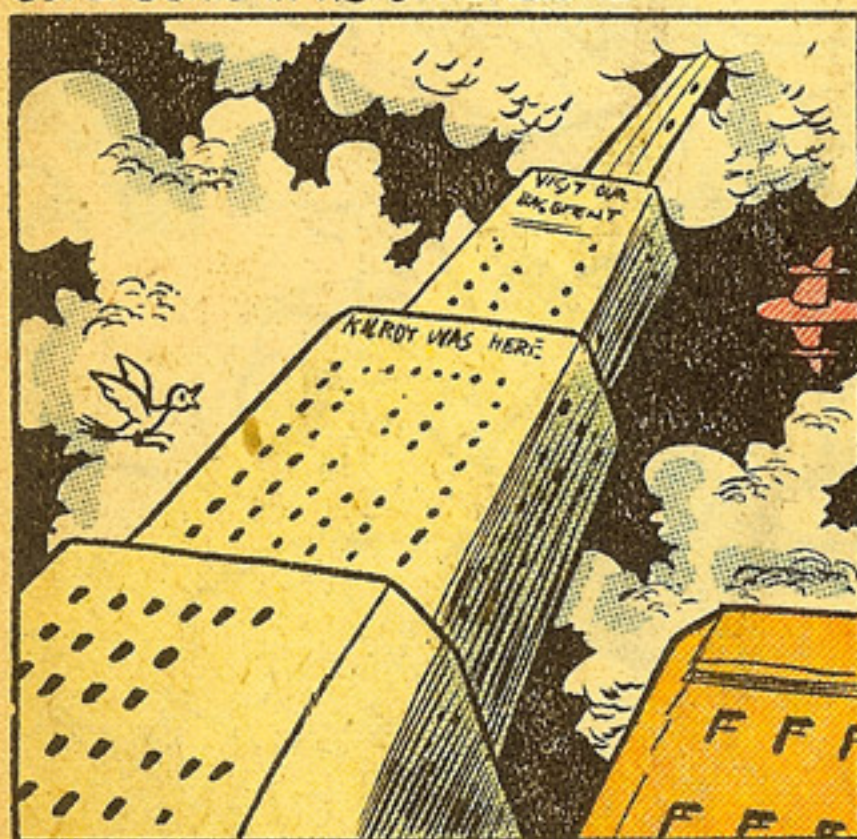
EH! PRESENTS THE STORY BEHIND THE STORIES OF THE MOST FANTASTIC COMIC (EH?) OF ALL TIME...

## THE H-BUM!



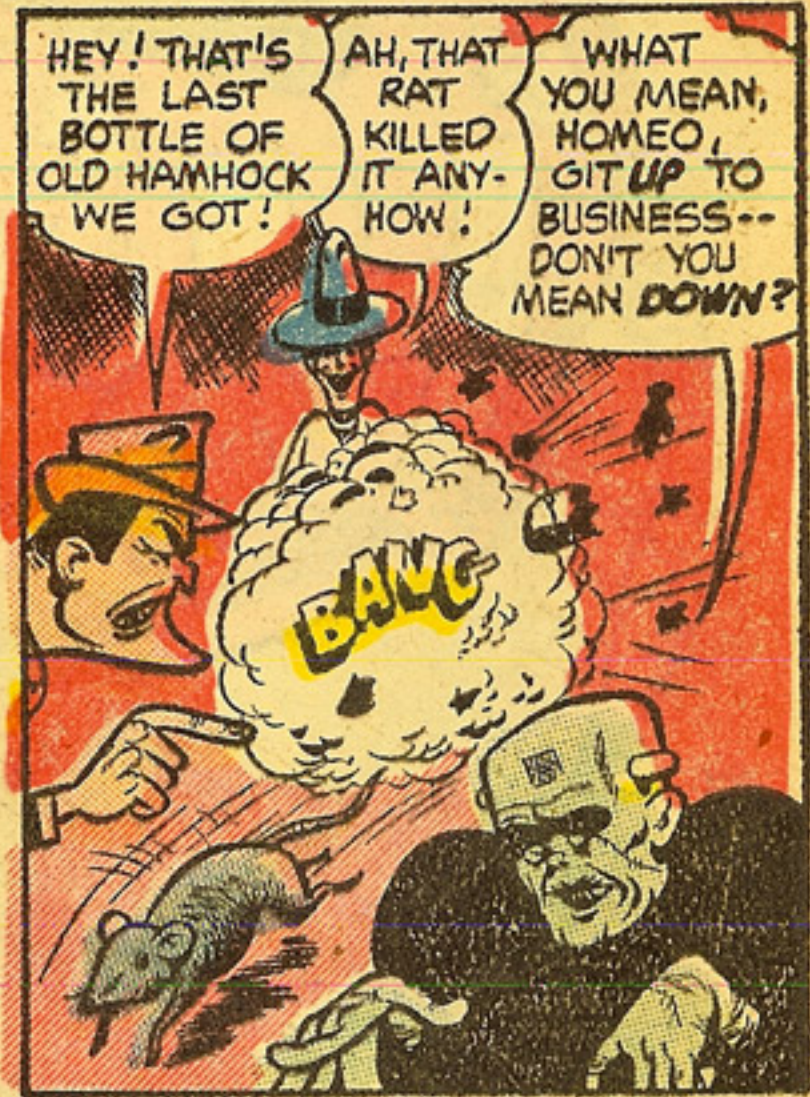
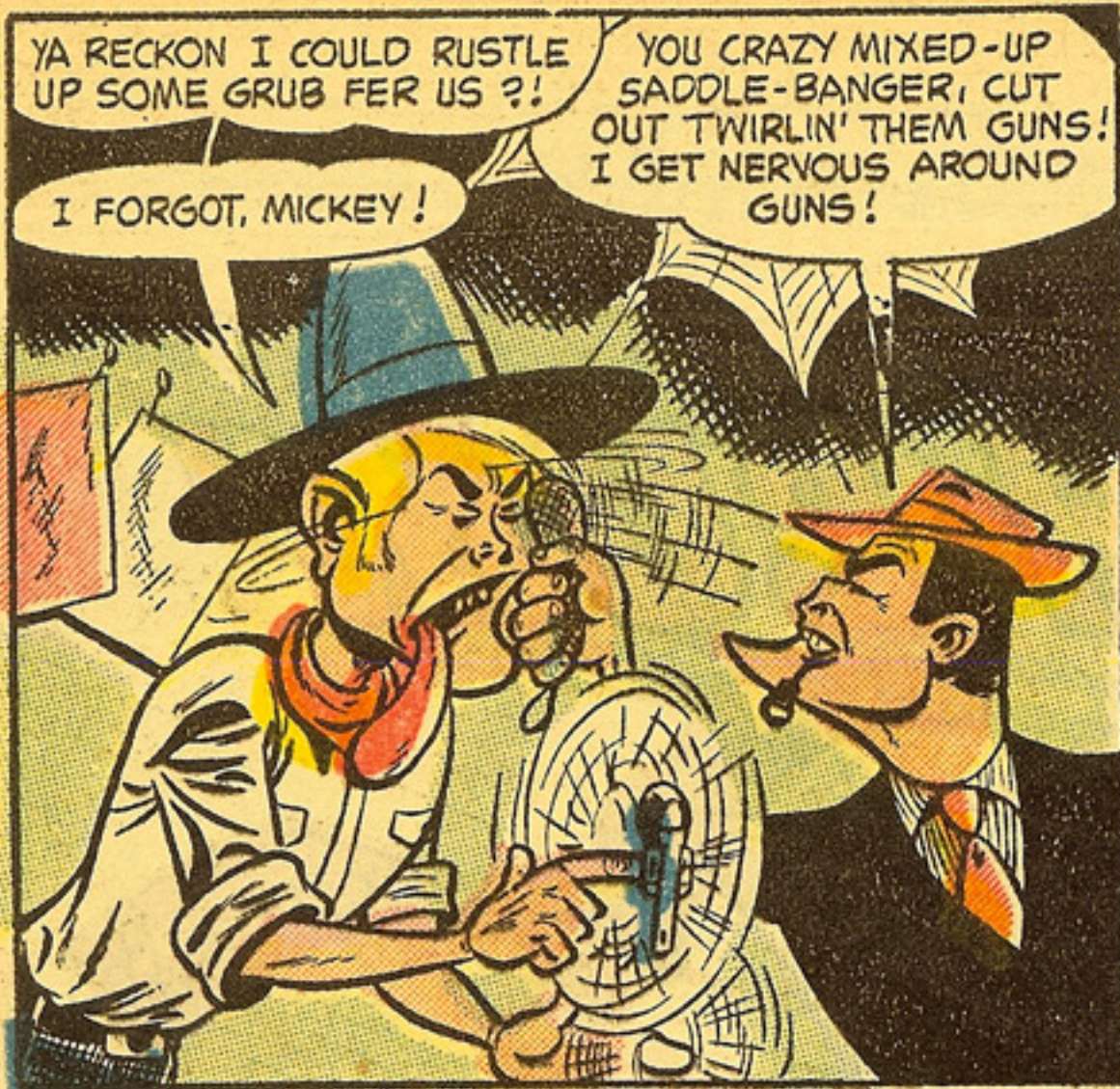
BUT FIRST WE TAKE YOU TO ONE OF THE TALLEST SKYSCRAPERS IN NEW YORK CITY--THE QUAGMIRE STATE BUILDING, AN EDIFICE SUPERSONIC IN ITS DIMENSIONS ---

--BUT EVERY BUILDING HAS ITS BASEMENT----AND IT'S THE BASEMENT THAT SERVES AS HQ FOR GRQ COMICS. WE SEE THE BOARD OF DIRECTORS DEEP IN A STORY CONFERENCE ...



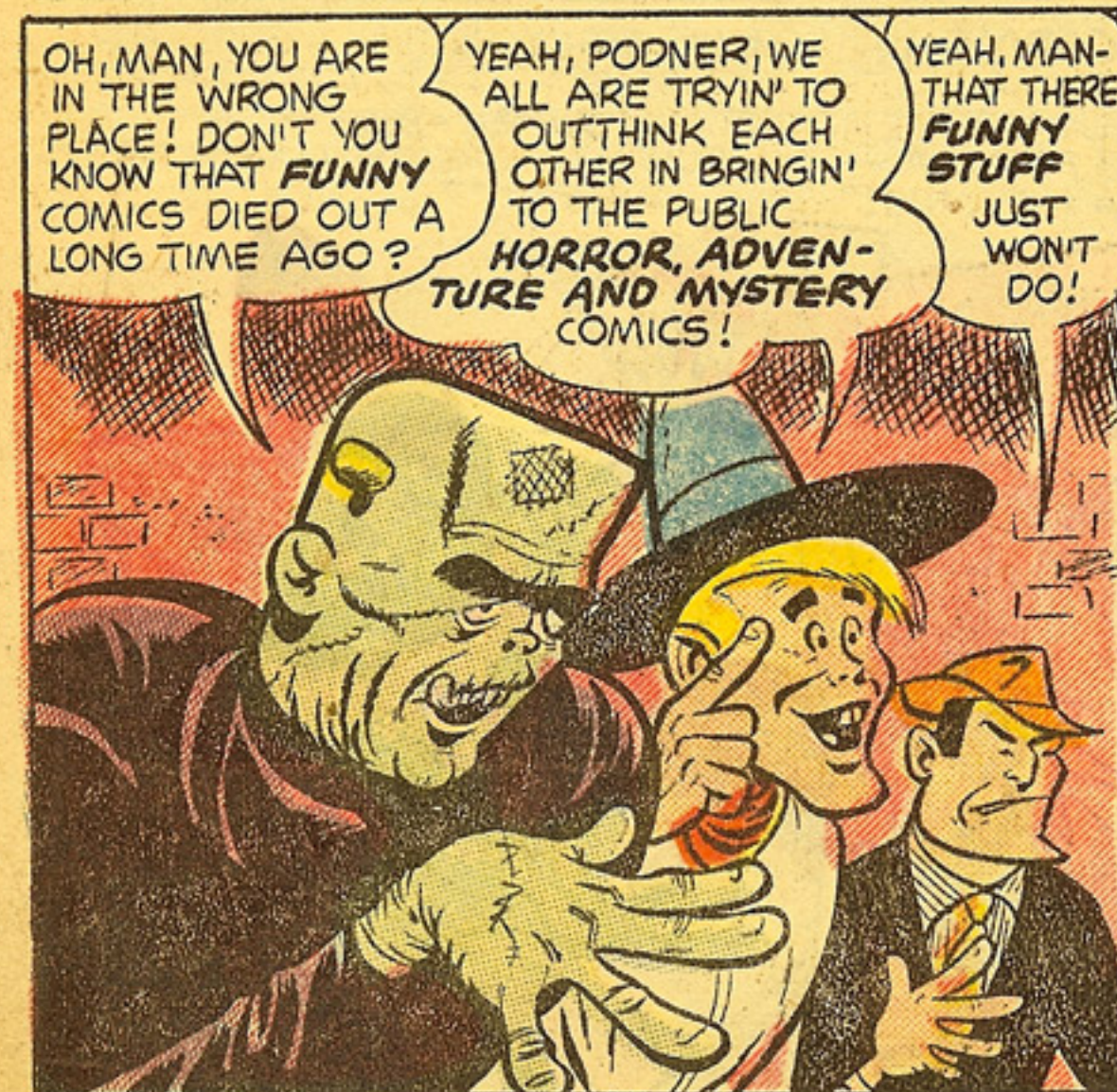
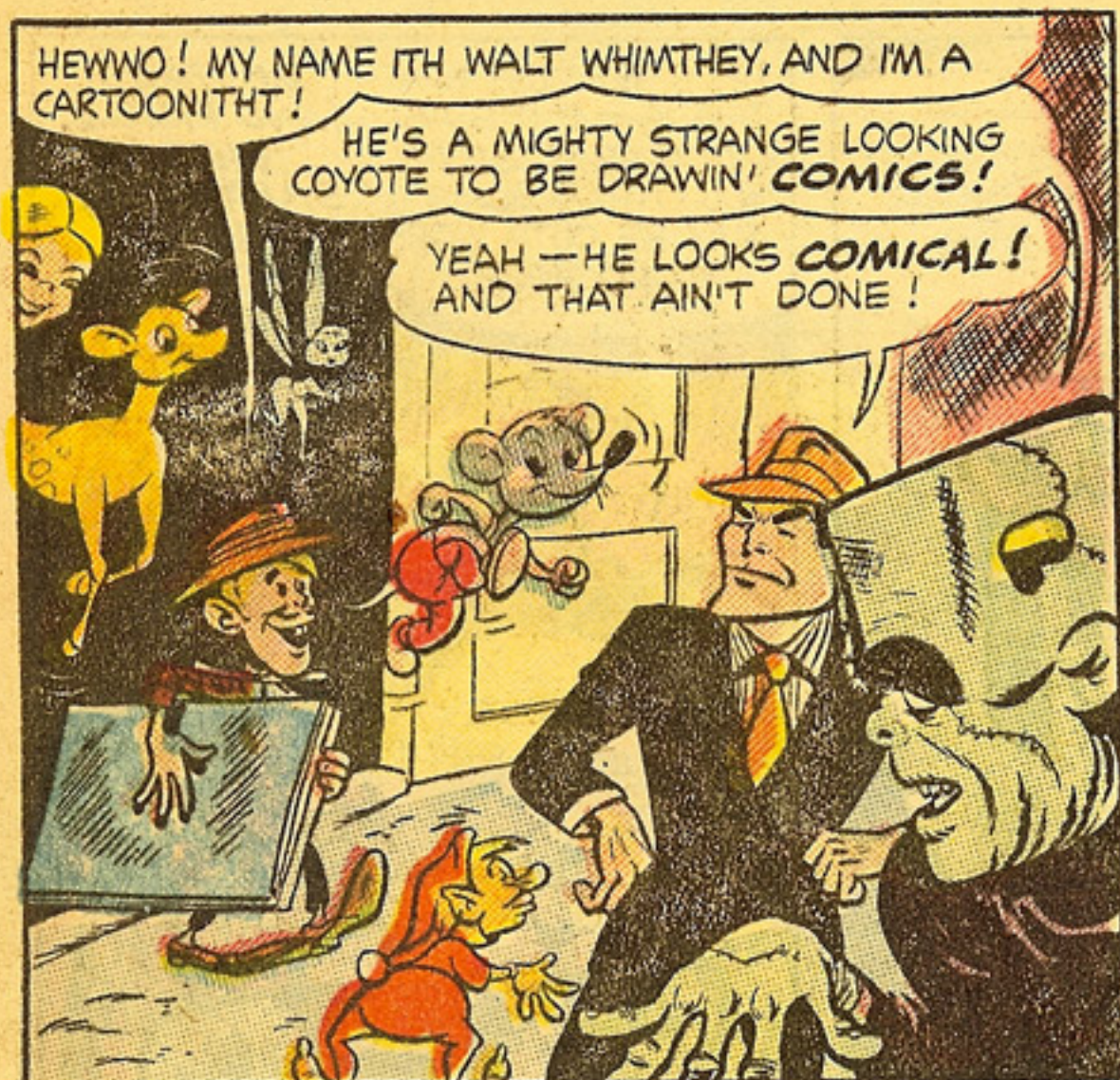


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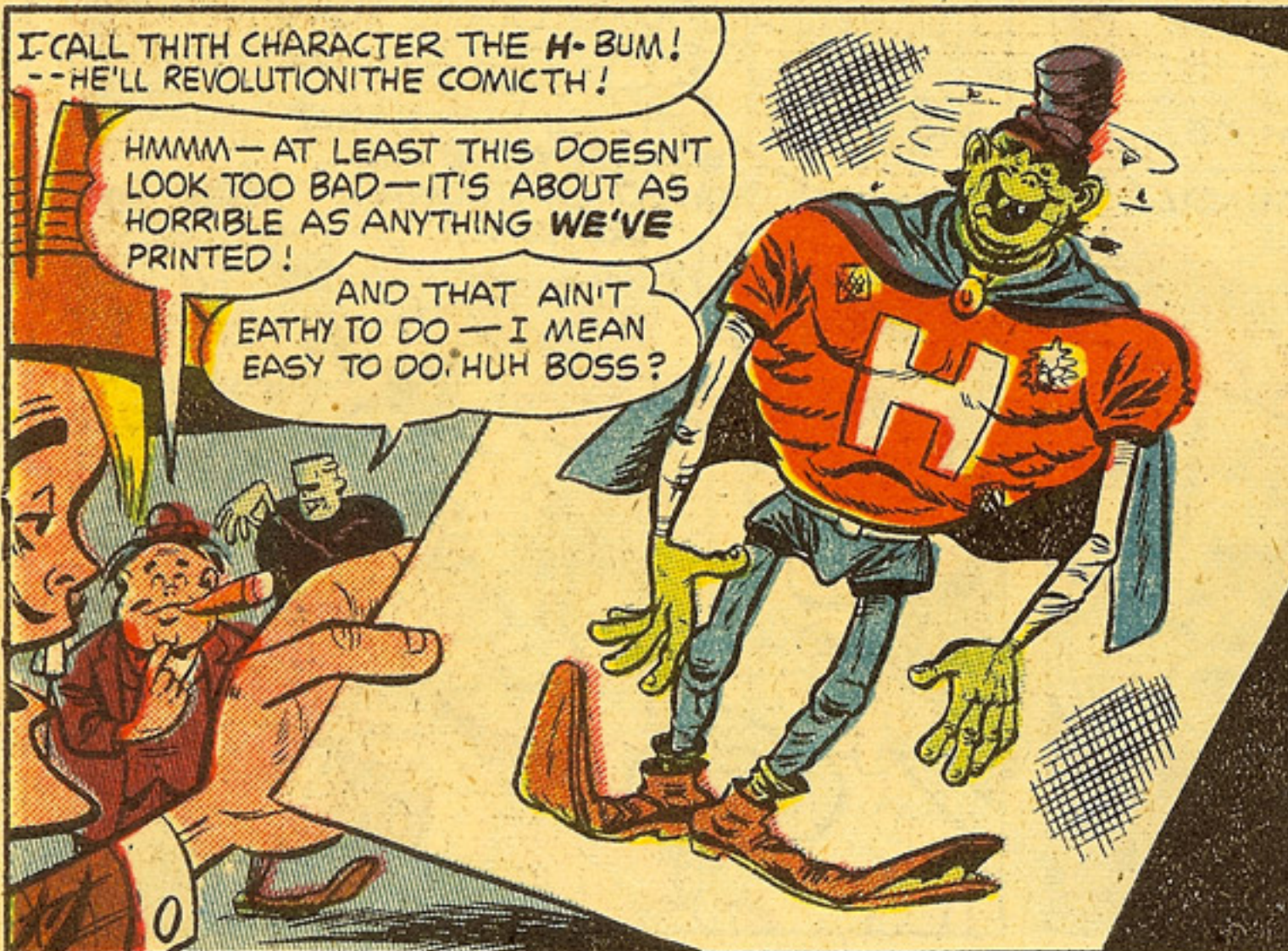
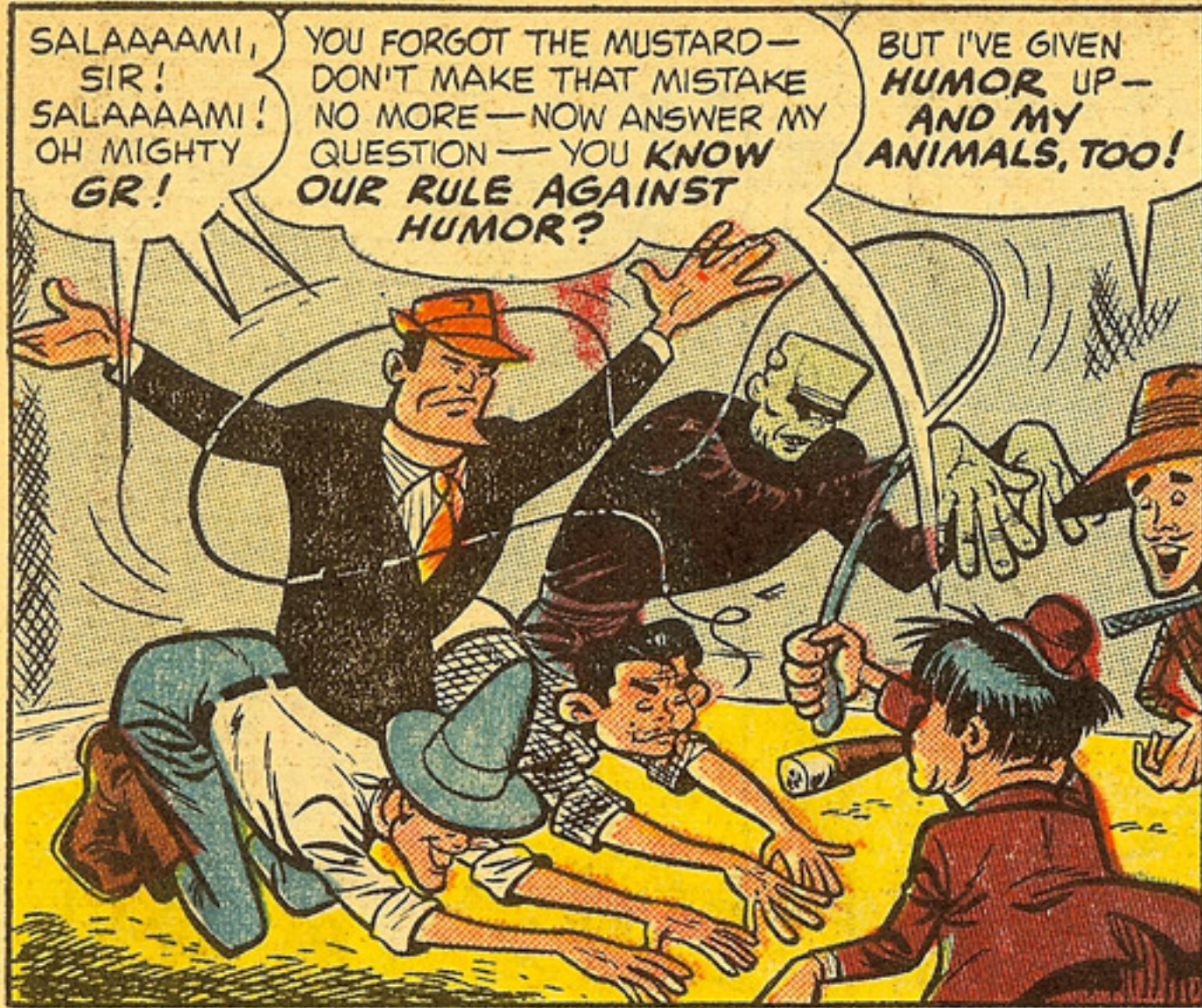


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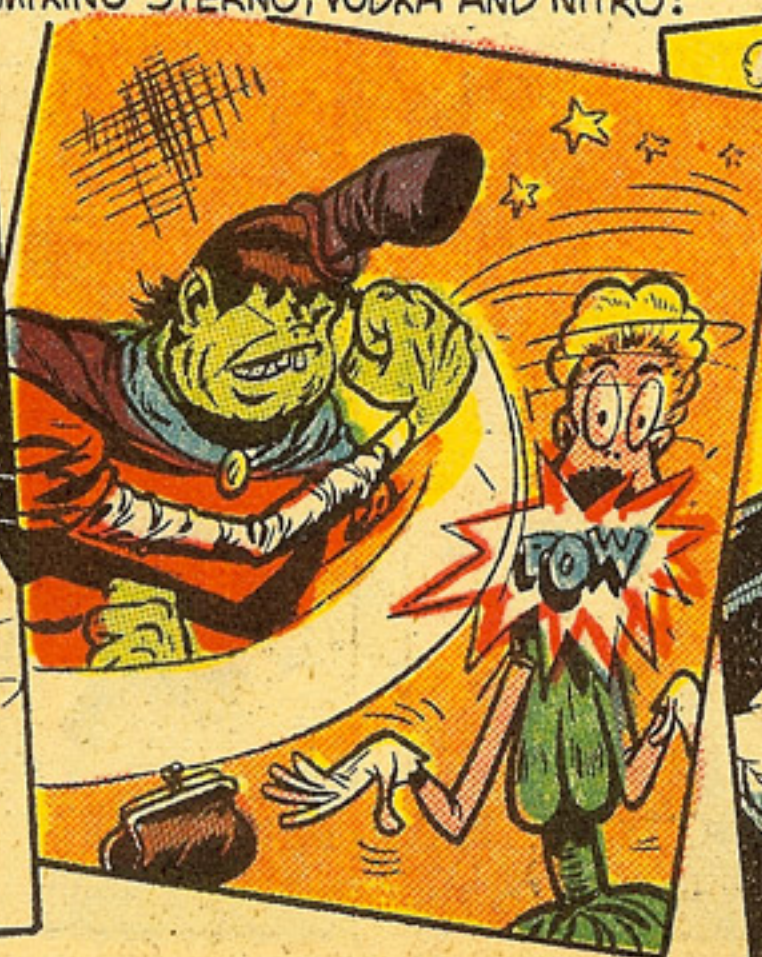
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"THE H-BUM ITH MORE POWERFUL THAN DUPERMAN, EVEN, GR! HE'TH MORE EXPLOTHIVE THAN ATOMIC MOUTHE! THITH ITH A WALKING, FLYING, FIGHTING HUMAN HELIUM BOMB!"

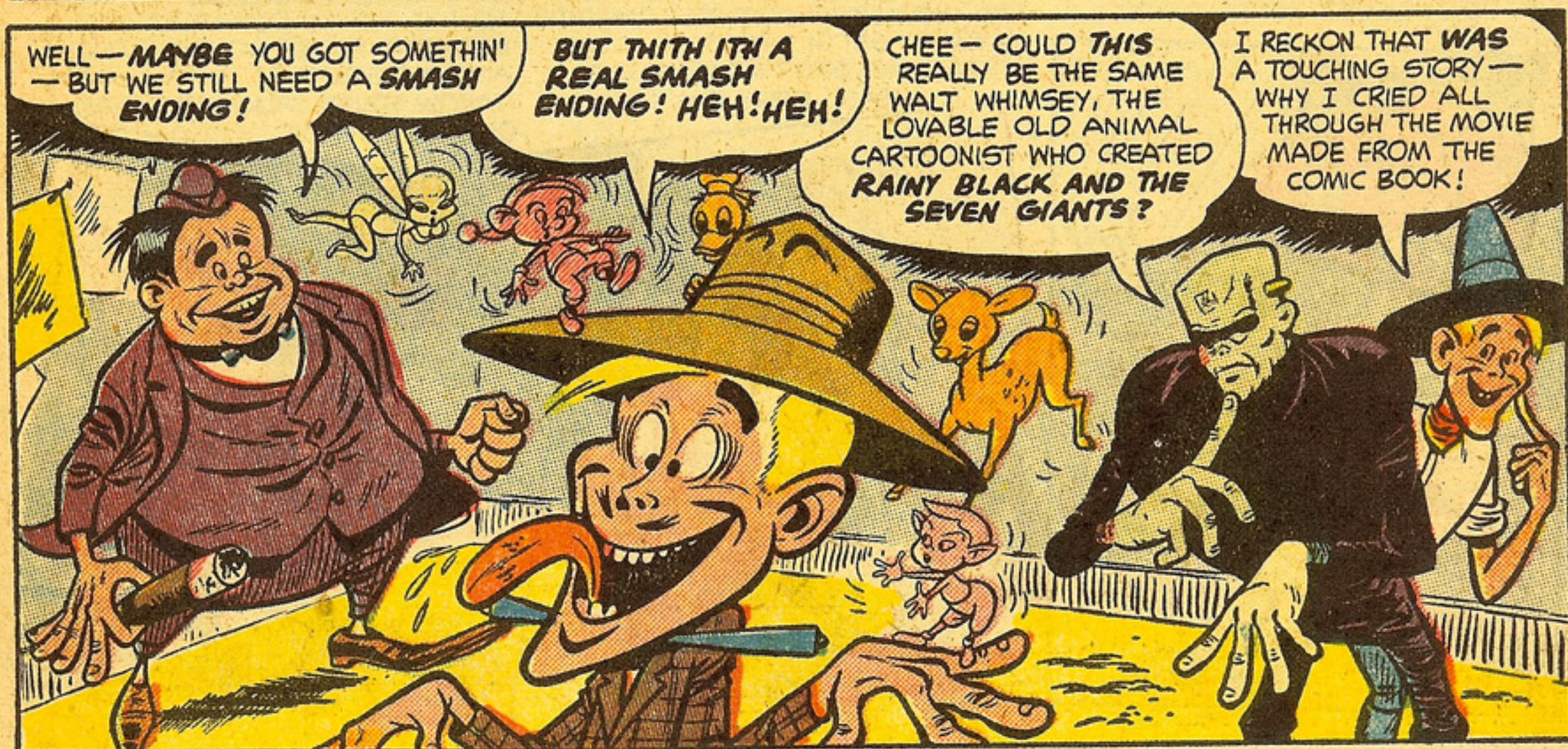
"YOU THEE? AIN'T HE LOUTHY? YOU THEE, THE H-BUM WAS ORIGINALLY JUTH A GOOD-FOR-NOTHING BUM UNTIL HE HIT ON THE HUMAN H-BOMB FORMULA—MIXING STERNO, VODKA AND NITRO!"

"NOW HE'TH MORE THAN A GOOD-FOR-NOTHING BUM—HE'TH A GOOD-FOR-NOTHING SUPER-BUM—HE'TH THE H-BUM—MY CREATION!"



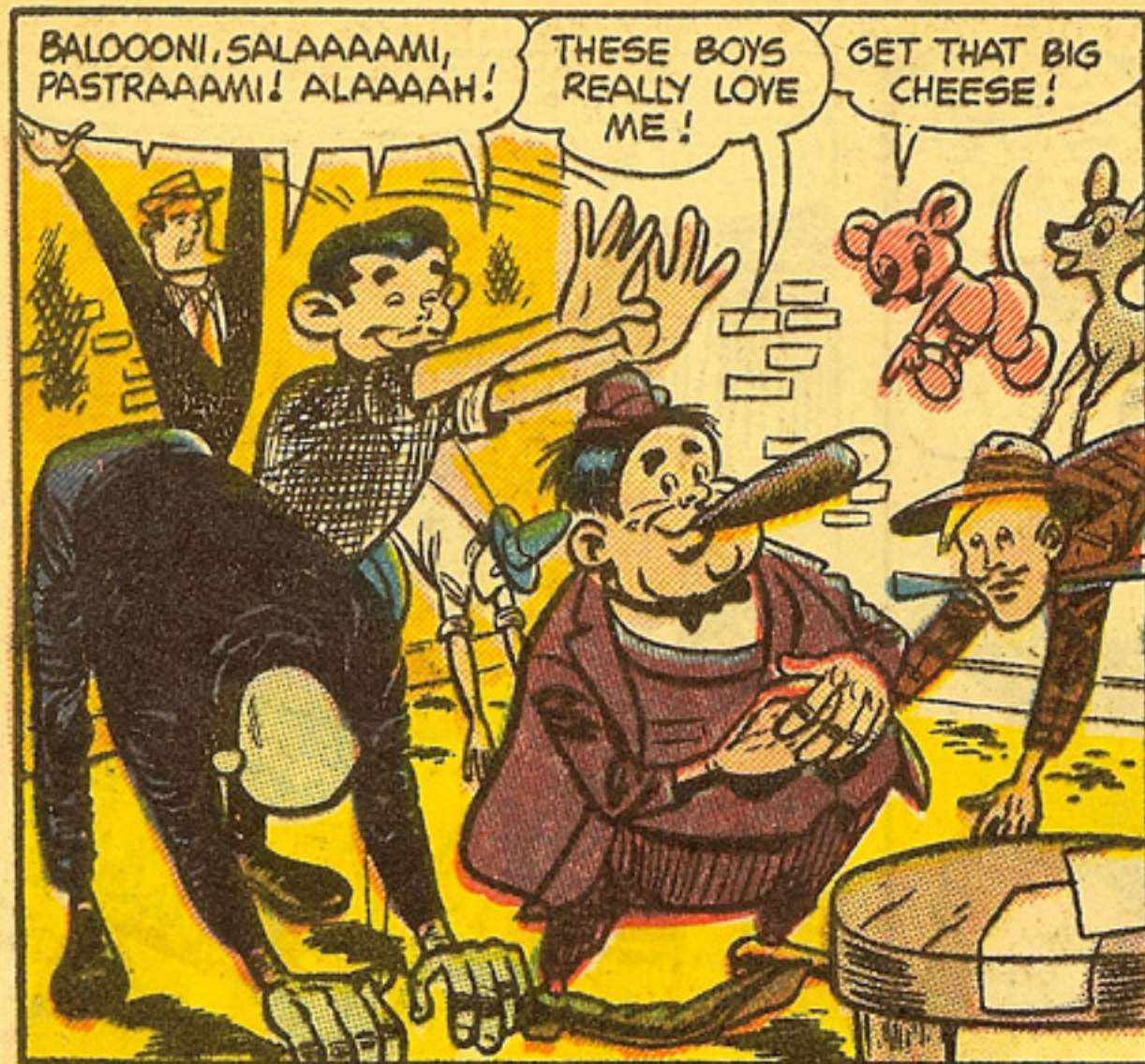


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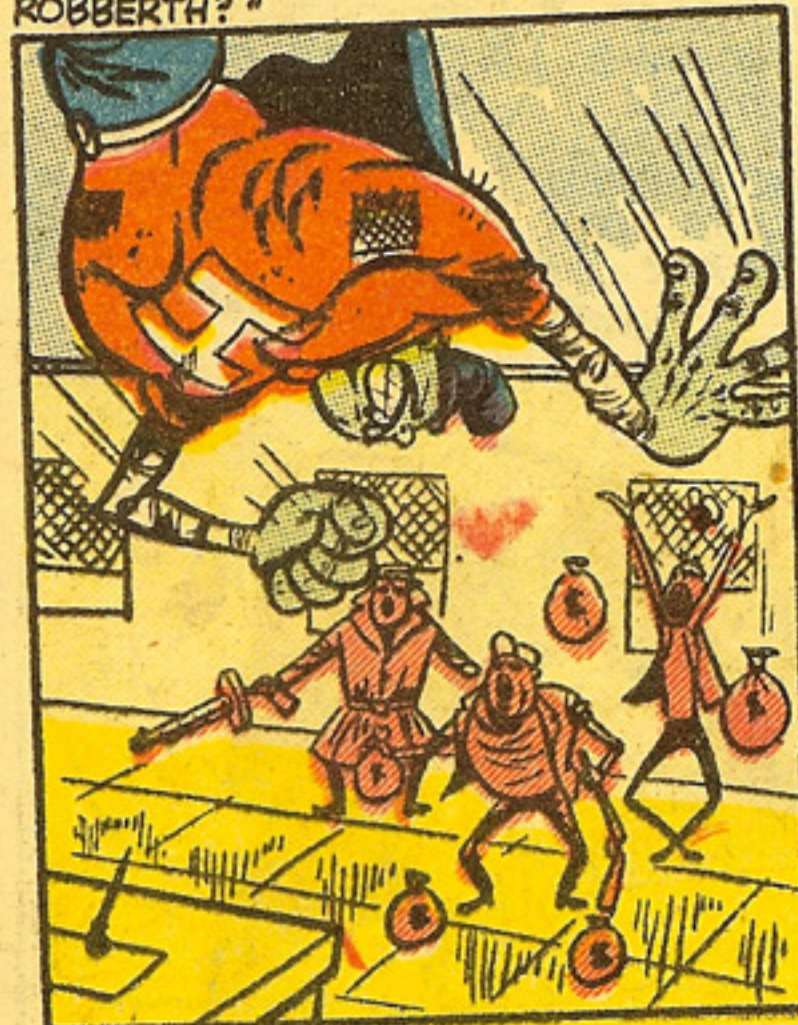
"HE TAKETH NO GUFF FROM ANYONE, BOY-- THEE HOW HE GOETH AFTER THOTHE ROBBERTH?"

"..AND YOU'LL PLEATH NOTE THAT HE HATH NO MERTHY ON THOTHE ROBBERTH! HE REALLY GETTH THEM."  
"YEAH, WALT, BUT THAT STUFF IS USED EVERY DAY!"

"TO GET ON WITH MY NEW COMIC THENTHATION, YOU'LL NOTE THAT WHEN HE HEARTH ABOUT A ROBBERY FROM THE POLITHE REPORT ON HITH WRITHT RADIO, HE IMMEDIATELY GOETH TO THE THENE OF THE CRIME!"



"JUTHT KEEP LOOKING, THATTTH ALL! HEHEHEH! NOTITHE HOW HE MOWTH DOWN THOTHE INNOTHENT PEOPLE WITHOUT A GUALM! AIN'T HE GREAT?"  
"NOW YOU'RE TALKIN', WHIMSEY, OLE BOY! WHAT'S NEXT?"



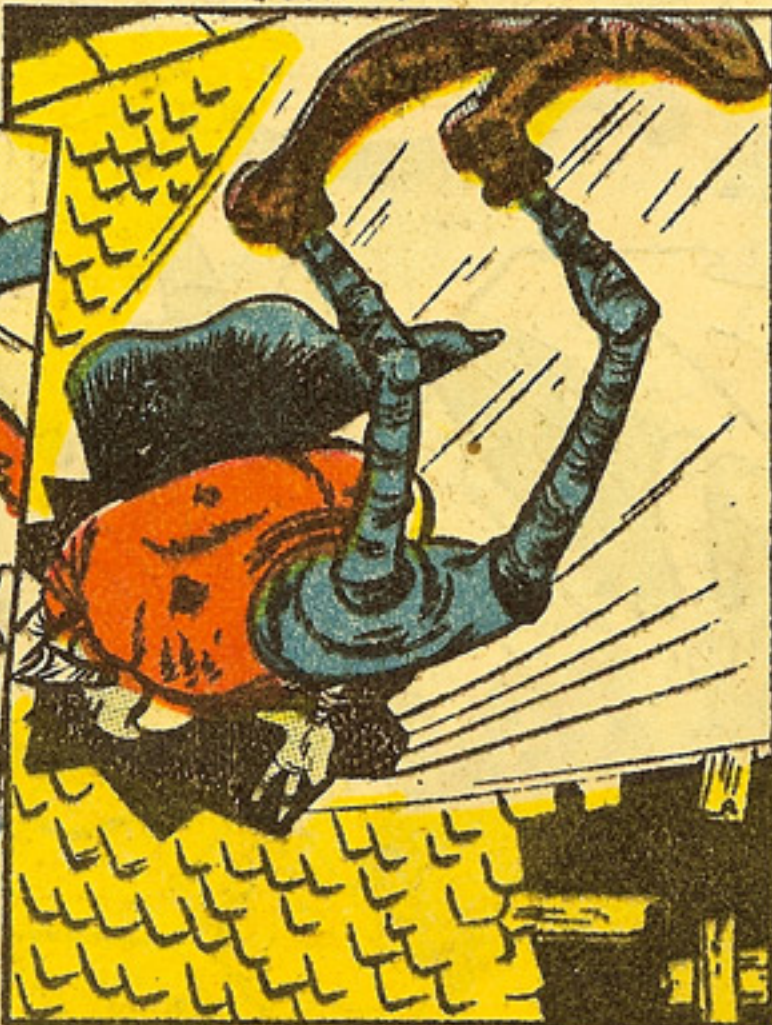
"HE'ITH GOING TO HITH MOUNTAIN HIDEOUT! NOW YOU'RE IN FOR A BIG THURPRITHE! THERE'ITH A GANG THERE WAITING FOR HIM!"  
"THEY GONNA RUB HIM OUT?"



"WAIT AND THEE! YOU'LL NOTITHE THAT THE H-BUM DON'T BELIEVE IN UTHING DORTH!"



"HERE OUR HERO APPEARTH TO BE IN TROUBLE--THITH ITH A MEAN BUNCH!"  
"HEY! THEY LOOK LIKE ALL THE TOP COMIC BOOK CHARACTERS!"





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"YOU'LL NOTE HERE THAT THEY ARE HAILING THE H-BUM ATH THEIR CHIEF! THE U.M THTANDTH FOR UNDERWORLD MENATHETH, AND THITH ITH THEIR NEW HEADQUARTERTH!"

"WOW! THINK OF THAT—A COMIC MAGAZINE THAT HAS ALL THE WORST HORROR CHARACTERS UNDER ONE LEADER! IT'S GREAT!"



"NO—THAT' TH NOT IT— YOU'LL THEE THOON!"

"HERE, ATH YOU CAN THEE, THEY'RE GETTING READY TO THELEBRATE THEIR NEW HORRIBLE CRIME ORGANITHATION! THE H-BUM ITH GOING TO MIX HITH OWN THPETHIAL DRINK FOR THE BOYTH!"



"THEY ALL MADE THE MITHTAKE OF DRINKING AT ONCE—AND A CHAIN REACTION TOOK PLACE—THEY ARE ALL BEING BLOWN TO THMITHEREENTH! AND THAT' TH THE END OF THE COMIC AND H-BUM AND ALL THE HORRIBLE CHARACTERTH ON THE THTANDTH!"

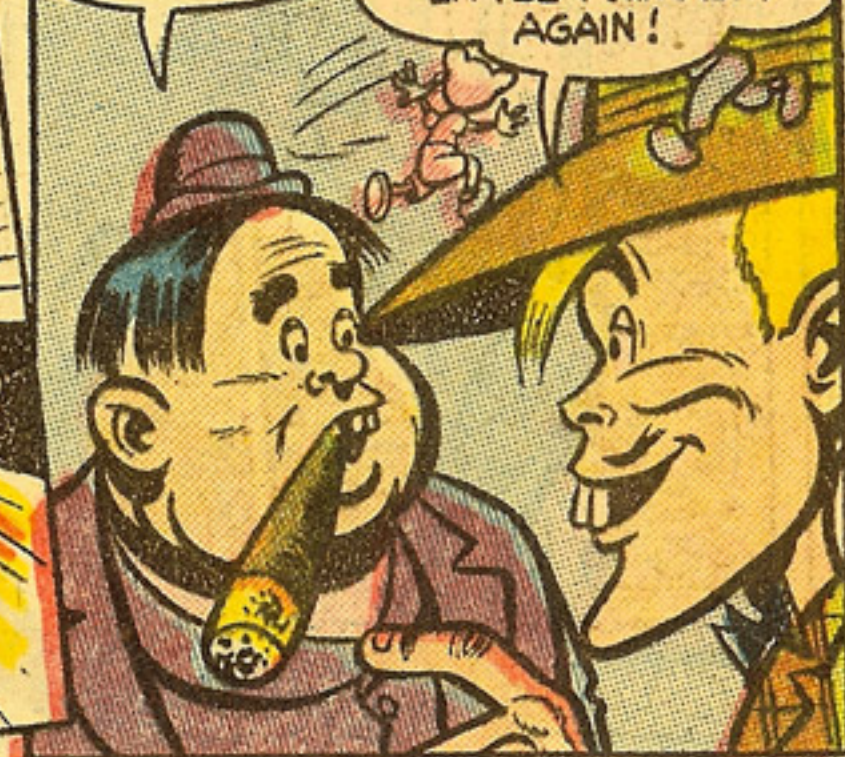
"BUT THE H-BUM ITH MAKING A BIG MITHTAKE—CAN YOU TELL WHAT IT ITH?"

"HE'S USING TOO MUCH VERMOUTH?"



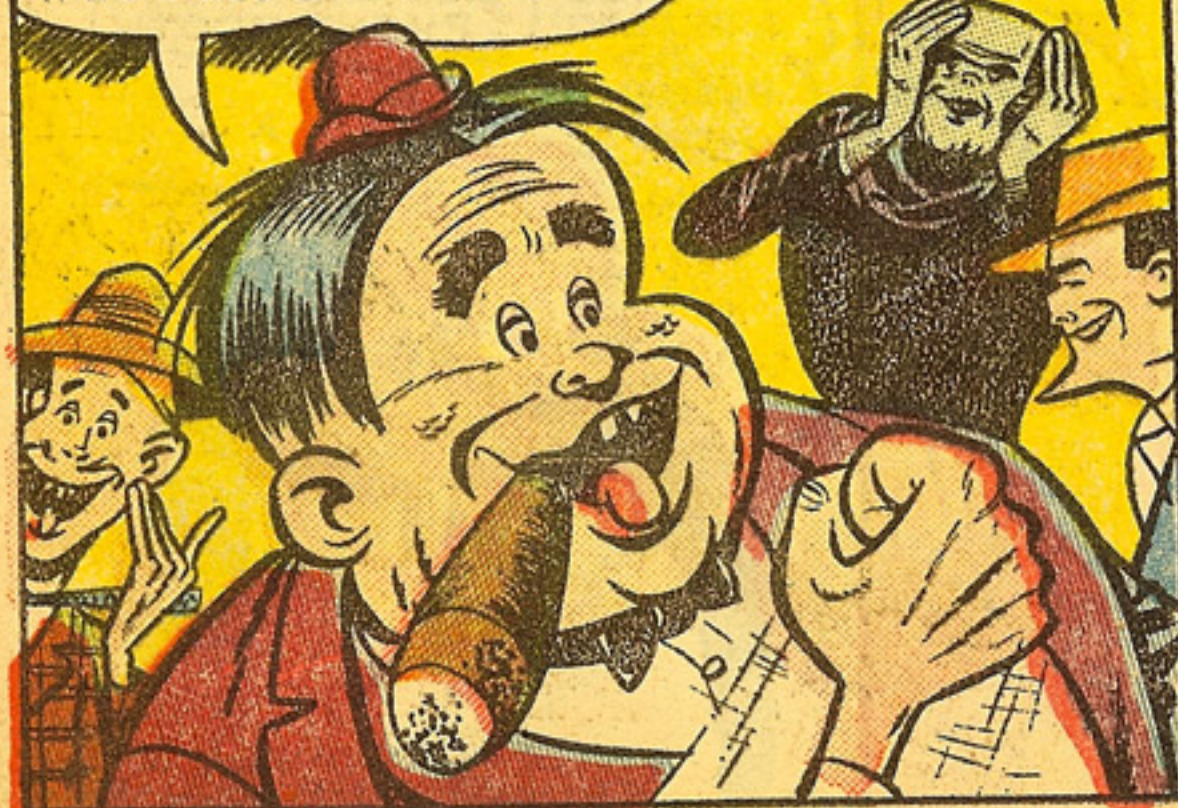
BUT—BUT IF YOU KILLED OFF ALL THESE CHARACTERS, I'D BE OUT OF BUSINESS! WHAT WOULD I DO FOR COMICS?

THAT' TH MY IDEA! WITH ALL THE HORROR THTUFF KILLED OFF... THERE'D BE ROOM ON THE NEWTH THTANDTH FOR MY LITTLE ANIMALTH AGAIN!



BY GOLLY—THAT'S A HAPPY IDEA INSTEAD OF A SAPPY IDEA—I'LL BUY THAT COMIC OF YOURS AND PUT MYSELF OUT OF THE HORROR BUSINESS—AND GET A FEW LAUGHS BY GOING BACK INTO THE FUNNY BUSINESS!

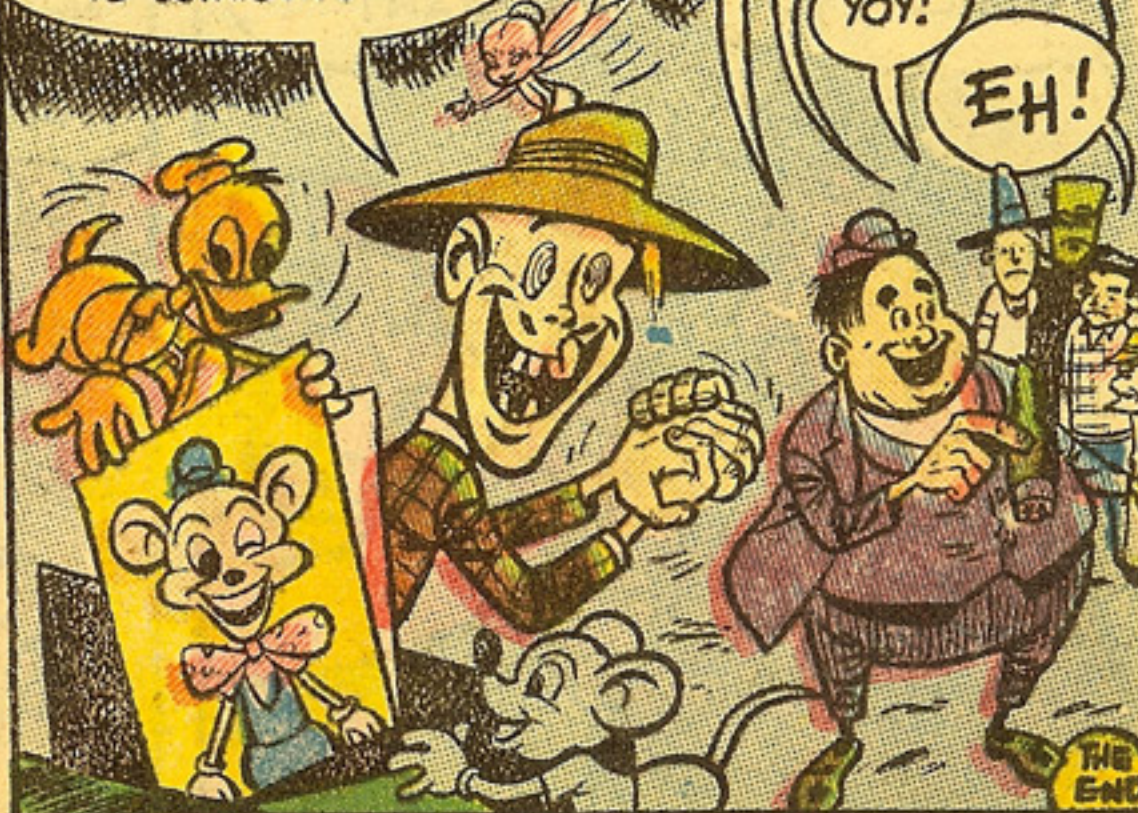
WHAT AN IDEA! FUNNY COMICS! WOWWEE!



I HAVE PWEDICTED THUCH A TURN OF EVENTTH! MY ATHITHTANTH ARE BWINGING OUT THE FUNNY THTUFF—AND IT' TH FUNNY HOW IT TOOK AN H-BOMB—OR BUM—TO BWING HUMOR BACK TO COMICTH!

HE'S RIGHT! AIN'T HE RIGHT, MEN?

UGH! OY! YOY! EH!



THE END



EH! dig this crazy comic!





# EH! dig this crazy comic!

NAW - BUT THE EXPERIENCE BROUGHT US SO CLOSE TOGETHER WE FINALLY GOT MARRIED! THAT'S THE HORRIBLE PART!

MAN, I FEEL FOR YOU - IMAGINE BEING MARRIED AND YOU'RE ONLY AN ENCHANTED THIRTY-NINE!

BUT I FINALLY GOT RID OF HER - SHE RAN OFF WITH MY BEST FRIEND!

NAW - I NEVER KNEW THE GUY TILL HE RAN OFF WITH HER - THAT'S WHY HE'S MY BEST FRIEND!

THAT RAT! WAS IT RATSO? HE'S A REAL RAT!

YOU KILL ME, SUETT, YOU KILL ME! HOW COME YA TRANSFERRED?

I TRANSFERRED OVER 'CAUSE THEY GAVE MY EXPRESS RUN ELEVATOR TO A YOKEL WHO WAS A LOCAL OPERATOR! I'M NEVER GONNA PILOT AN OTIS AGAIN!

YOU COME TO THE WRONG OUTFIT, MAN! YOU'LL END UP PILOTING AN ELEVATOR HERE WHETHER YOU LIKE IT OR NOT!

NOT ME! I'M A HARDHEAD - I'M THROUGH WITH ELEVATORS FOREVER!

CHEE! AND YOU'RE THE GUY THAT RAN THE EXPRESS AT THE EMPIRE STATE THE DAY IT OPENED! MAN, THAT WAS THE GREATEST HONOR ANY ELEVATOR OPERATOR COULD ASK FOR!

JUST THE SAME - I AM - I'M THROUGH! I'M BELLHOPPIN' IT FROM HERE ON IN!

WELL, LOOK OUT FOR MANAGER WATSON! HE'S GOT HIS EYES ON WINNING THIS YEAR'S ELEVATOR PLAYOFFS - AND WITH A TOP HAND LIKE YOU IN HIS OUTFIT - HE'LL MAKE IT TOUGH FOR YOU UNLESS YOU SIGN UP FOR AN EXPRESS CHUTE! AND IF HE DON'T GET YOU, CAPTAIN KEEPER WILL!

OLD WATSON KEEPS HIS JOB HERE BY WINNING THE ANNUAL ELEVATOR RACES - AND YOU'RE ONE OF THE BEST! HE'LL BREAK YOU IF YOU DON'T PLAY BALL!

LET 'IM TRY! I'M HARDHEADED - YOU'LL SEE!

THINK I'LL MOPE AROUND A BIT IN THE BAR BEFORE I REPORT IN!

SUIT YOURSELF, SUETT! MAN, ARE YOU HARD!

ROTTED PALM BAR

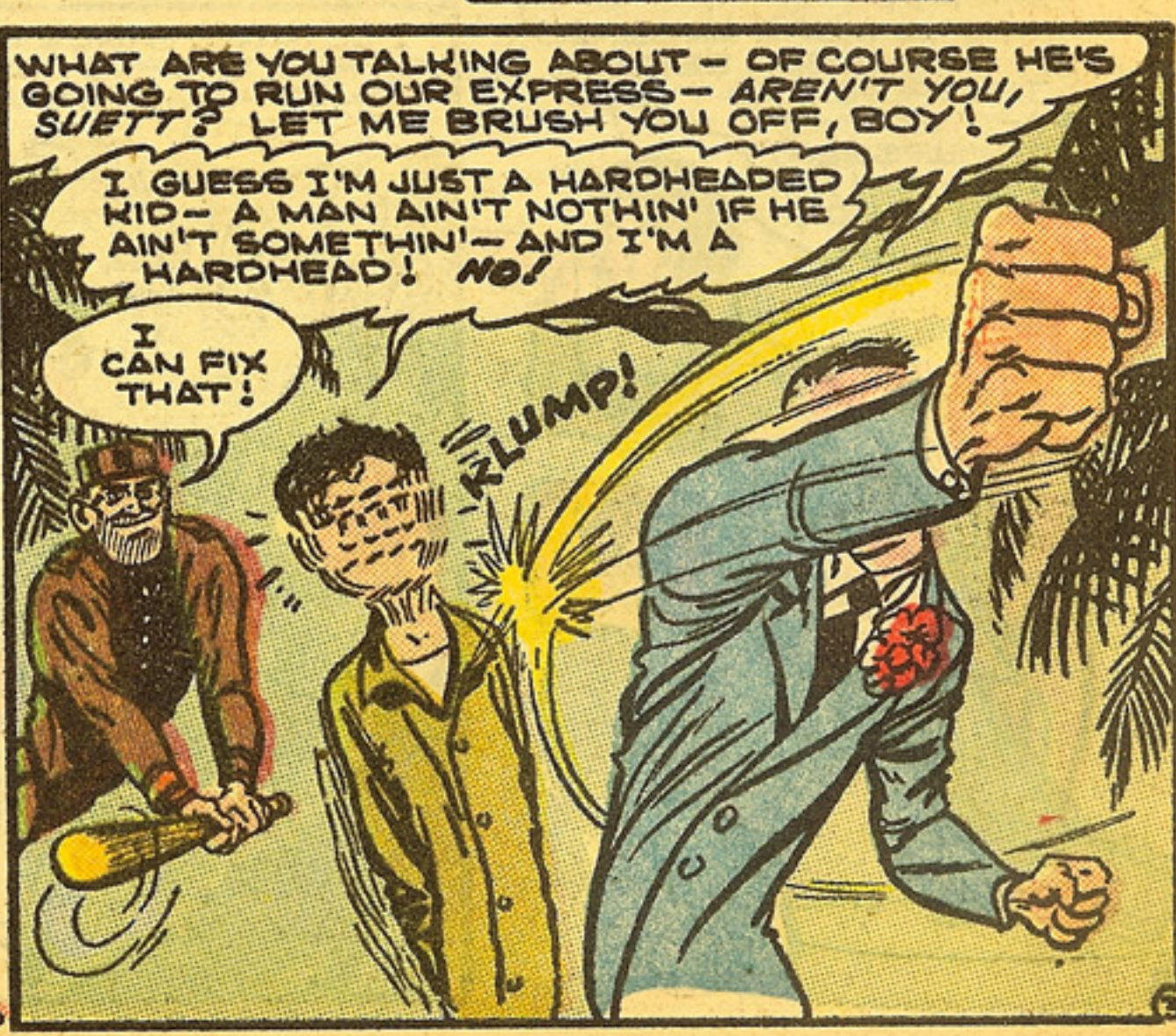
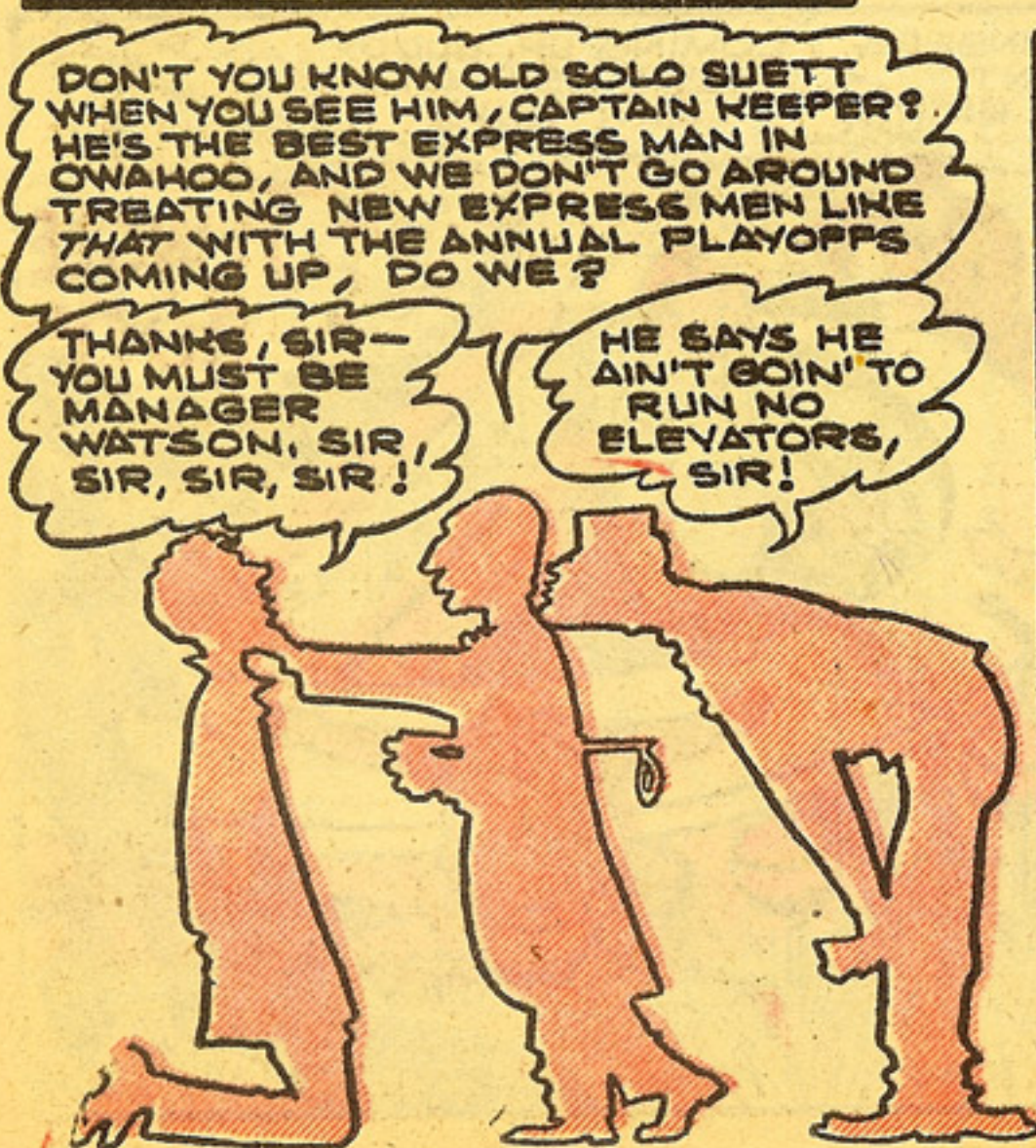
I'LL HAVE THREE FINGERS OF RED EYE - I WANT SOMETHING WITH A KICK TO IT!

COMING UP, BUDDY! YOU'RE NEW HERE, AIN'T YOU?

JUNGLE ROOM

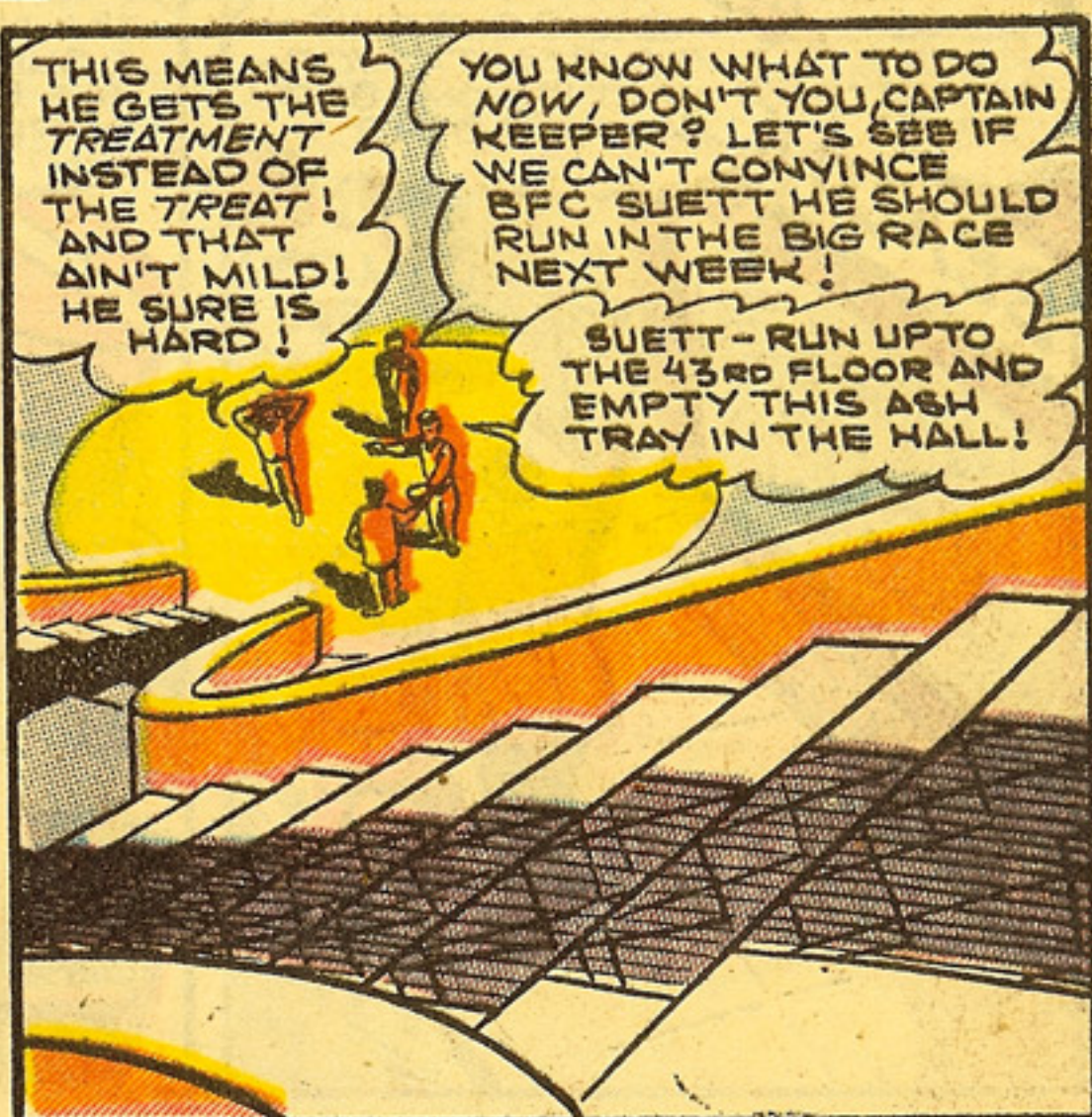
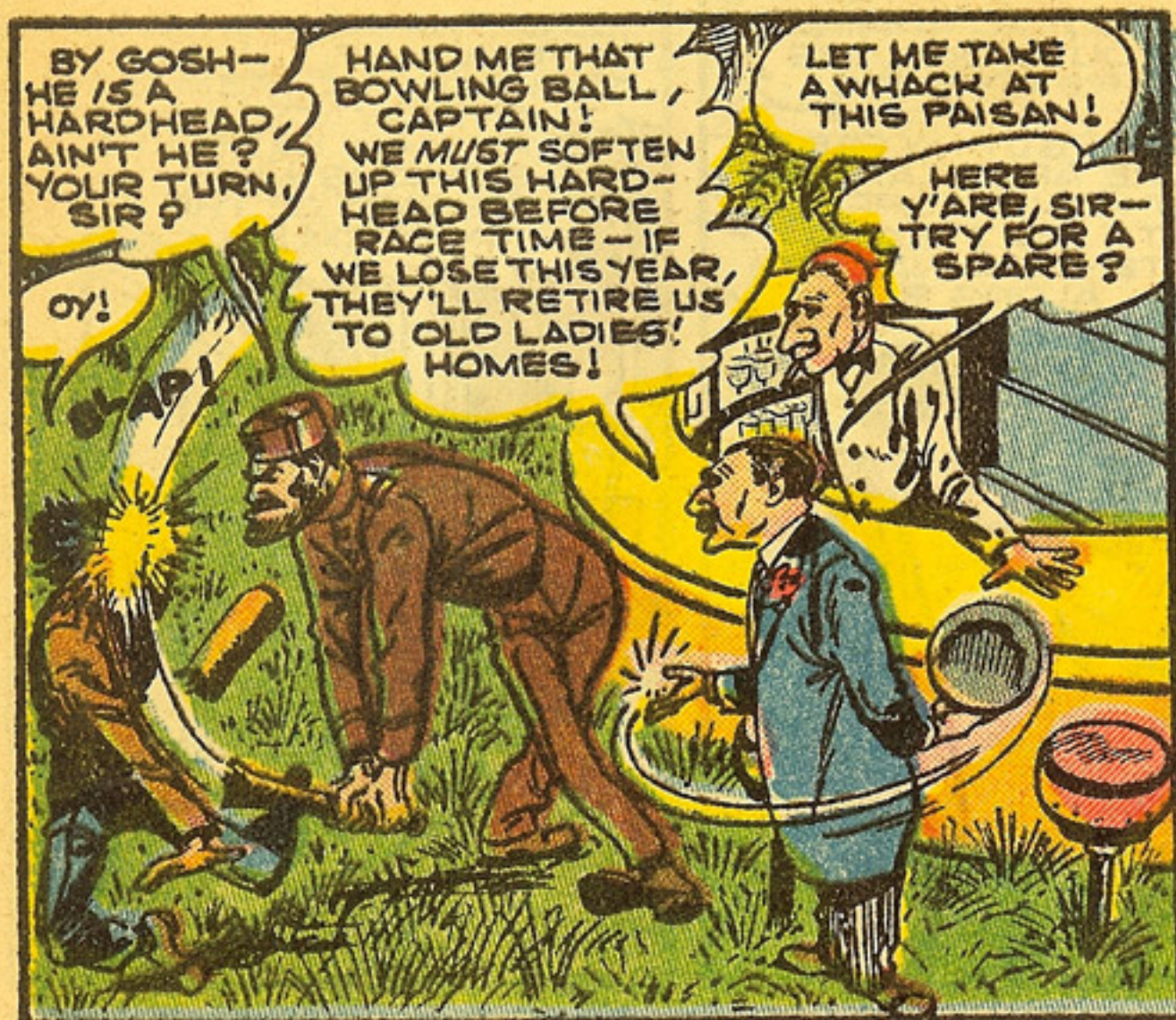


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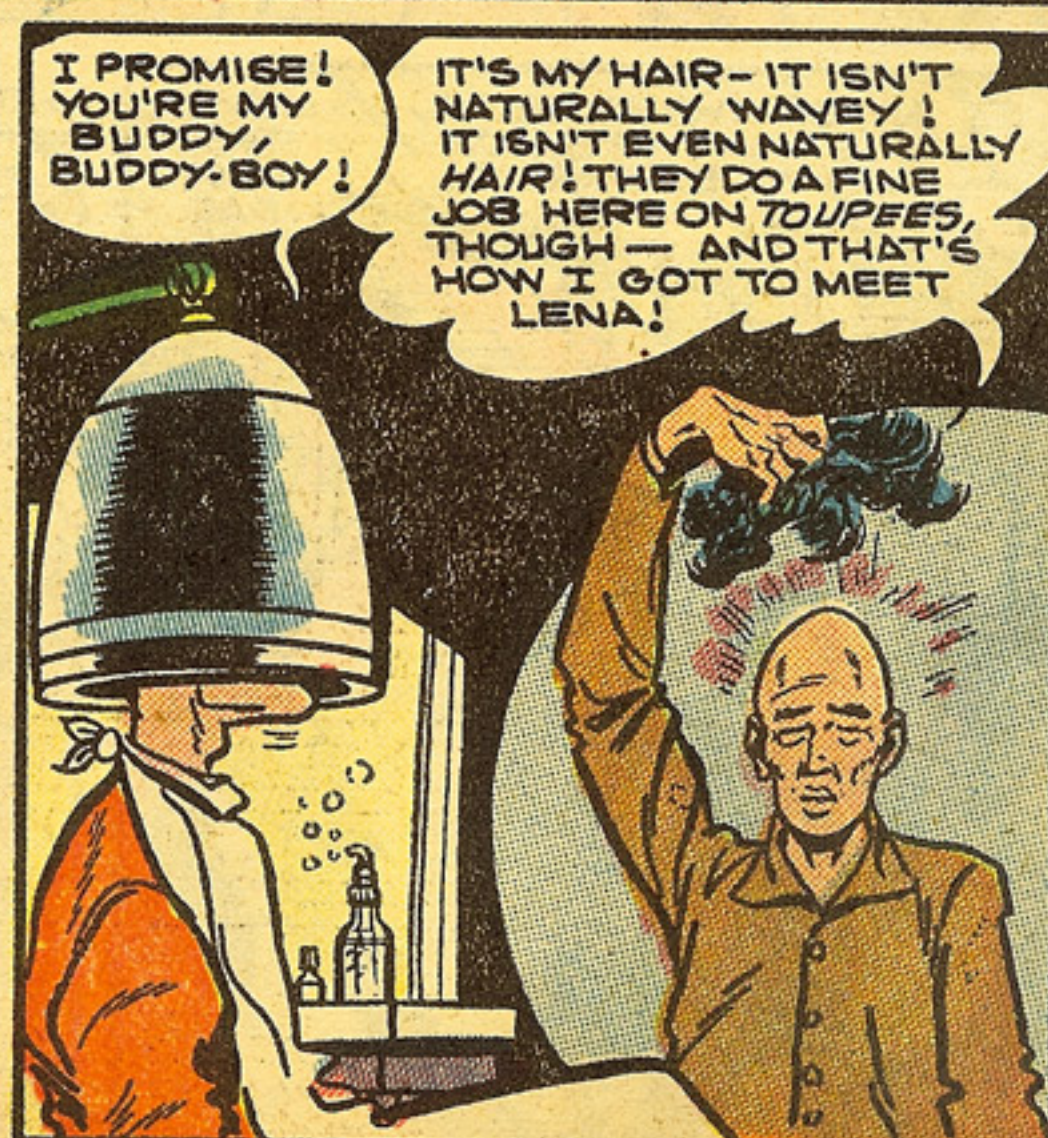


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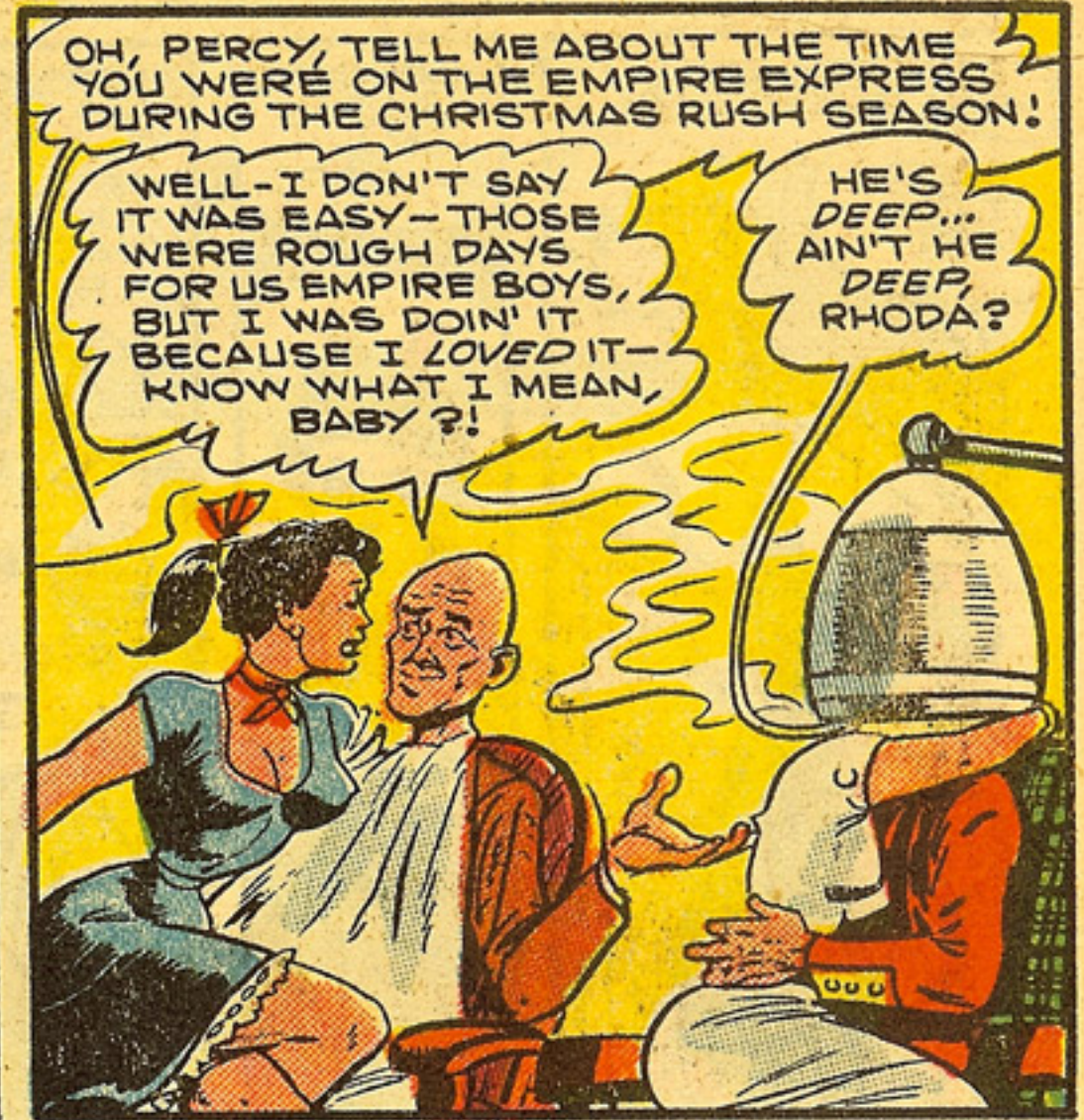
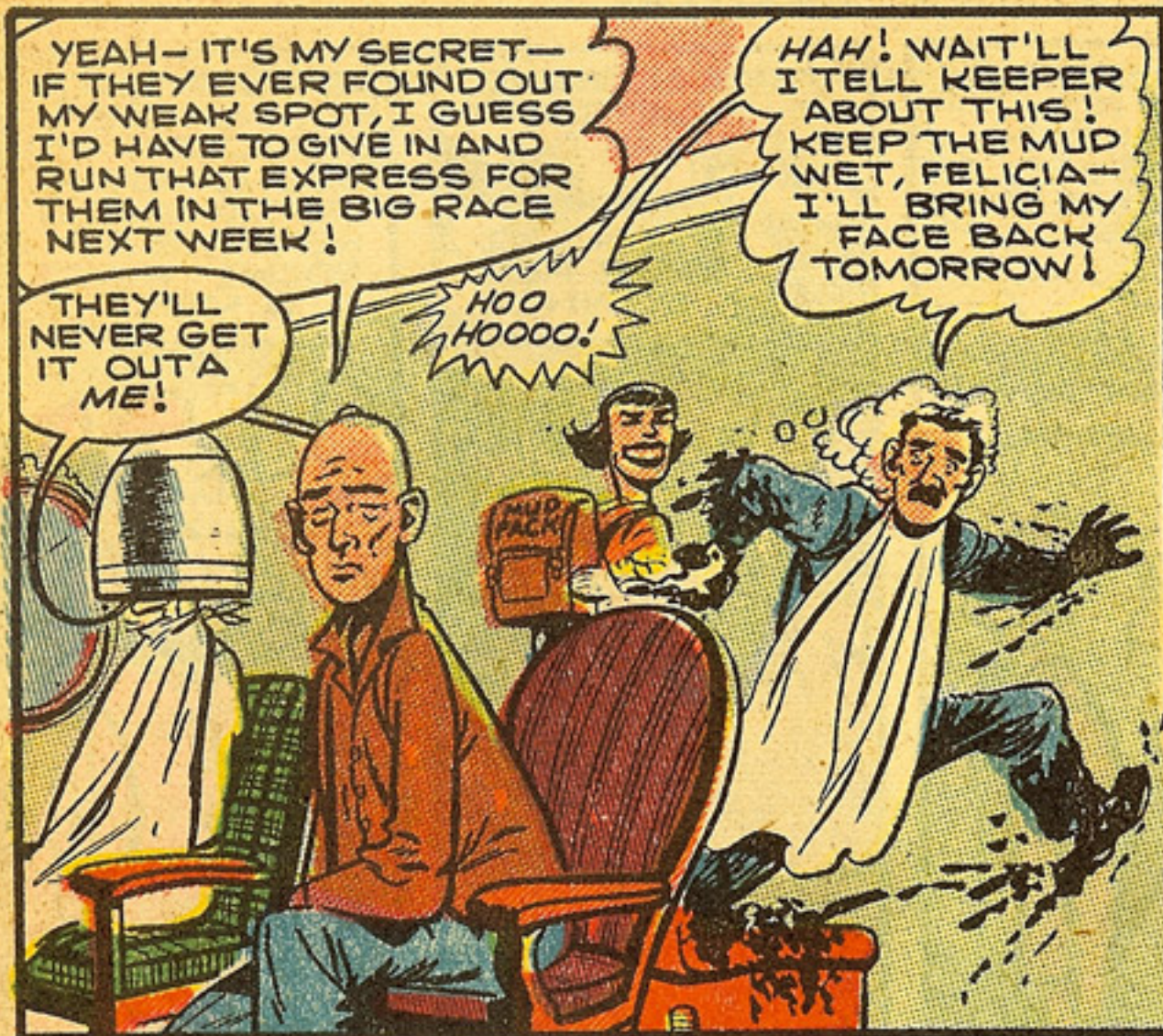


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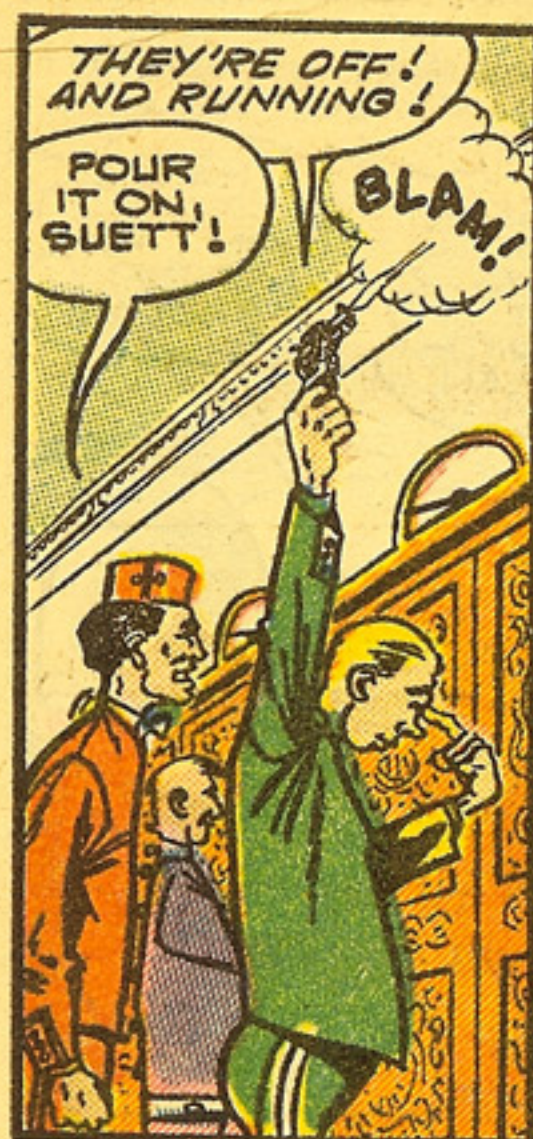


# EH! dig this crazy comic!





# EH! dig this crazy comic!





# 'EH!' MAIL

You write 'em — we print 'em! Here are a few picked at random from the thousands of EH! letters we've received:

Dear Editor — You Crumb!

What's the idea of poking fun at everything? In case you haven't noticed, these are serious times. You should have better things to do with your time.

Fred Smythe  
Lima, Ohio

(Ed's note: "Sure we've noticed — which is exactly why we do poke fun. We feel the Big Bomb might not go off so soon if we let off a little air! Besides, what are you sitting around reading comics for?)

\* \* \*

Dear EH-ditor:

We love you! We love you! We love you! You have the uncanny knack of debunking our favorite pet stuffed shirts! Keep up the good work. Now how's about going to work on the phoney TV giveaway shows? We all have enough trouble without listening to and looking at them!

The Four G Club  
Pittston, Penn.

(Ed's note: From where we sit, "Four G's" those poor (miserable?) giveaway guys are at present having more troubles than their contestants! We'll take a wide sweep at it, though — the best kept house can always use a little dusting!)

\* \* \*

Dear Sirs:

The boys here in our ward have chosen your magazine our favorite publication. After we get through reading it (several times apiece) (it's twice as funny upside down!) we assign parts and read your dialogue like a play.

Edgar Silberkleit  
State Mental Hospital  
Kings Park, N. Y.

(Ed's note: Uh — no comment!)

Dear EH-ditor:

After enjoying the two issues of EH! I've seen, it occurs to me that this ribald "breaking of the rules", as it were, must be indicative of something — a sign of the times, perhaps?

Mrs. George Hartley  
Burbank, Calif.

(Ed's note: You have a point, Mrs. Hartley, and our first reaction is to say that, like world conditions, EH! is the H-Bomb of the comics field. And when the smoke clears, again like world conditions, you will find that the comics — like nuclear power — will be more stable than ever and a definite force for the good of our nation and the world.)

\* \* \*

Dear (EH?) ditor:

You guys must be nuts! Only jerks would read the junk you're printing. Etc., etc., etc., and (tch! tch!) etc.!

(Signed) anonymous  
Brooklyn, N. Y.

(Ed's note: Where did you get your information?)

Dear Sir:

This new trend in comic magazines worried me. Don't you think we have enough trouble with teen-age delinquents without adding fuel to the fire by poking fun at people and things?

Mrs. A. Graham  
Houston, Texas

(Ed's note: Dear Mrs. Graham, we are in complete sympathy with your point of view. But one of the main causes of any sort of delinquency — whether teen-age or adult — is in our people taking themselves too seriously, rather than the other way around. We feel our approach in EH! is a healthy and American type of buffoonery. We have never seen a good-natured criminal type, have you? Sincerely, The EH!-ditor.)



# ELMER'S TUNE

**EH!**

**EH!**

**EH!**

**EH!**

Elmer Squiggletube was a hi-fi fan. He was the highest hi-fi fan in a rather high group of hi-fi fans, namely the High Order of the Hi-Flying Hi-Fiers. And today he was feeling the highest! For Elmer had hit a new high in hi-fi! He had actually recorded the mating call of the male Tsetse (pronounced tsee-tsee) Fly (or Glossina morsitans, as they say), which is several hundred decibels above the mating call of the female Tsetse, a sound which hadn't even been heard yet!

Well, as you can imagine, Elmer was beside himself with joy — as who wouldn't be. He was, you might almost say, as excited about hearing the call as a young female Tsetse! And you know how excited that is!

Elmer's high, thin voice had shrieked the news over his hi-fi ham radio set all morning (all real hi-fi fans shriek in high, thin voices), telling his hi-fi club members the good news. All were impressed, to say the least, especially when, after playing the new record over the air-waves, the brothers reported all sorts of objects had cracked or broken under the Tsetse's stinging solo.

All, as a matter of fact, was perfect — until it happened! And the fact that it took a full week to happen didn't help much when it did happen. It seems Elmer's Tsetse's plaintive plea was so pure and so realistic it got immediate response from every lady Tsetse within five-hundred miles! At first, one or two showed up, and Elmer, who knows how rare Tsetse's are same as you and I, began to feel like a miniature-sized Frank Buck. But when the others came, the eight or nine billion of them, he began to change his tune.

Well, sir (or madam, as the case might be — no offense), within three days Elmer's house resembled a jelly-coated bee hive with three resident queens! It was literally covered with the buzzing Glossinas — covered so

**EH!**

**EH!**

**EH!**

**EH!**

**EH! dig this crazy comic!**



## EH! COMICS

thickly, in fact, it seemed a thing alive that swayed and quivered like a bowl of jello on a Pennsy dining car! Luckily, Elmer thought at first — he was safely inside — and all the screens were tight. He thought so, that is, until his supplies started to run low and some shopping was in order. Getting out, however, was out of the question. The Tsetse, it seems, in addition to having one of the highest voices, is also one of the world's nastiest stingers! Always painful, their sometimes fatal bite made Elmer think twice about sneaking out for some valient victuals.

Then, after some careful thought, it occurred to our hero that since this is a story about hi-fi, he should really ought to come up with some high type of hi-fi hi-jinx to heigh himself to a higher plane. So he did! At first he considered simpy eating some of the better grade wax platters — say the train noises and the grasshopper yells — with one of the smaller night noises in a city mortuary as dessert. But he didn't have to, in light of his brighter flight of fancy! And this was (music up, build to crescendo and sustain under following):

A. If playing the mating call of the male Tsetse attracted all these flying females.

B. Why not play the record backwards and chase them away?

C. So he did!

And the eight-and-a-half billion tsilly Tsetses dropped Elmer's house like a hot spud — their aversion to a backward male member of their group being definite and deliberate.

Only (sigh) they didn't go far enough.

The eight-and-a-half billion Tsetses, still curious, sort of hung around town to see if their boy friend was going to straighten himself out. Well, this annoyed the townspeople. In fact, it made them furious. In fact, they de-

cided to find our hero and hang him by his stubby little toes!

Elmer, meanwhile, his problems apparently solved, made out his list of tasty tidbits for a short shopping spree and headed for town. In the city square (he did notice there were a lot of flies around and made a mental note to complain to the board of health) he saw an unusually large group of people whooping it up about something. He ambled over for a look-see.

Couldn't tell what was going on from this far back, so he elbowed his way through until he was right up front! Then he heard everything (choke) and tried to elbow his way out again — only this time he was spotted!

Off with his shoes! Up with the rope! They really were going to hang this hi-fi ham high! But once again a thought came to him! (Editor's note: If it seems unusual that all our heroes get sudden thoughts like this, please understand that this is why we choose them. Our heroes have been tested by leading psychiatrists — and they choose Eh! heroes ten to one over any other leading comic heroes!) So Elmer, using his highest fidelity tone, quieted the crowd and warned them: Since he was the one who brought the dreaded Tsetses, only he could drive them away!

How?

By playing the record right again — sending it far, far away — and the Tsetses would naturally follow!

Well, it worked, and the town is well rid of Tsetse flies. The poor devils have been on the move ever since after the never-ending, never resting hi-fi player.

And Elmer? Oh — we almost forgot! He's the one who's carrying the record player. We always said that boy would go far!

The End

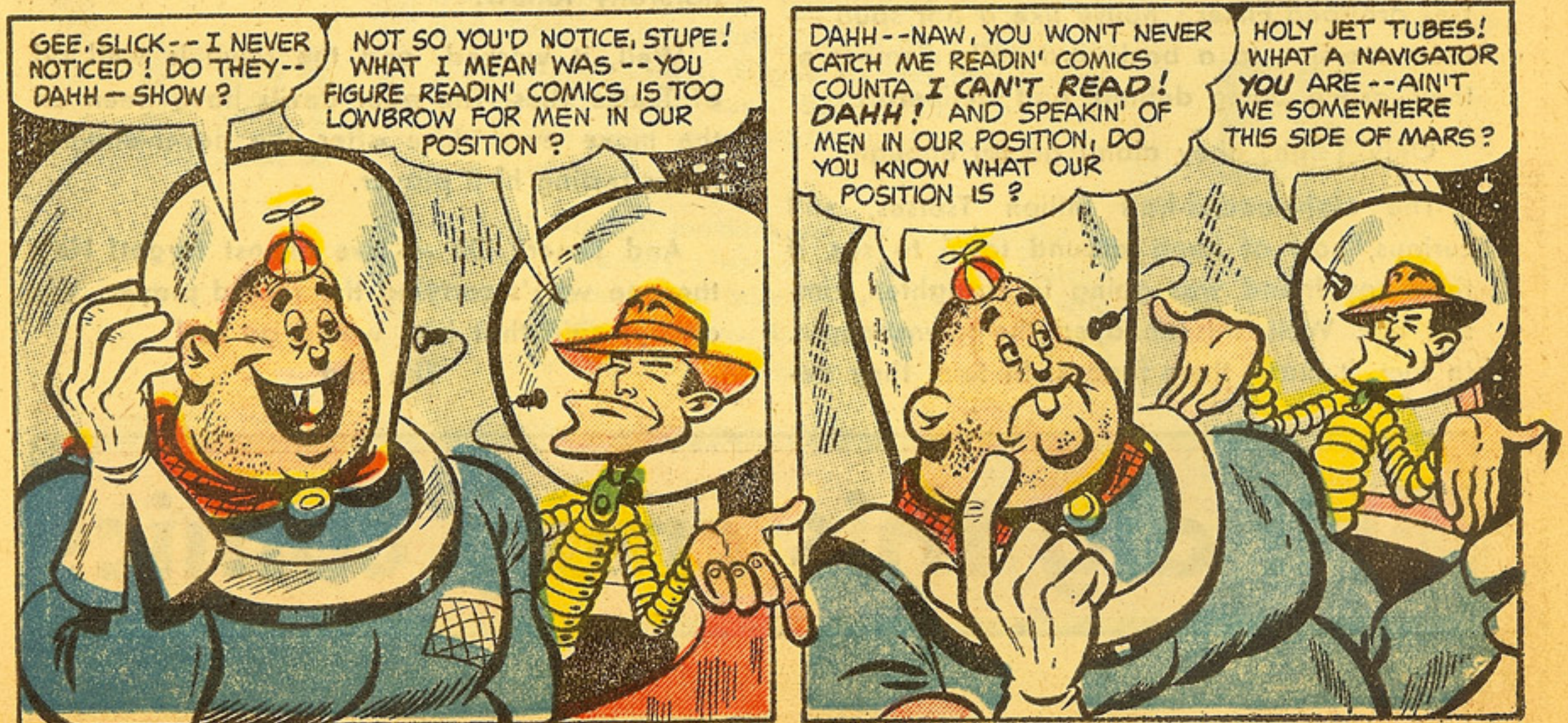
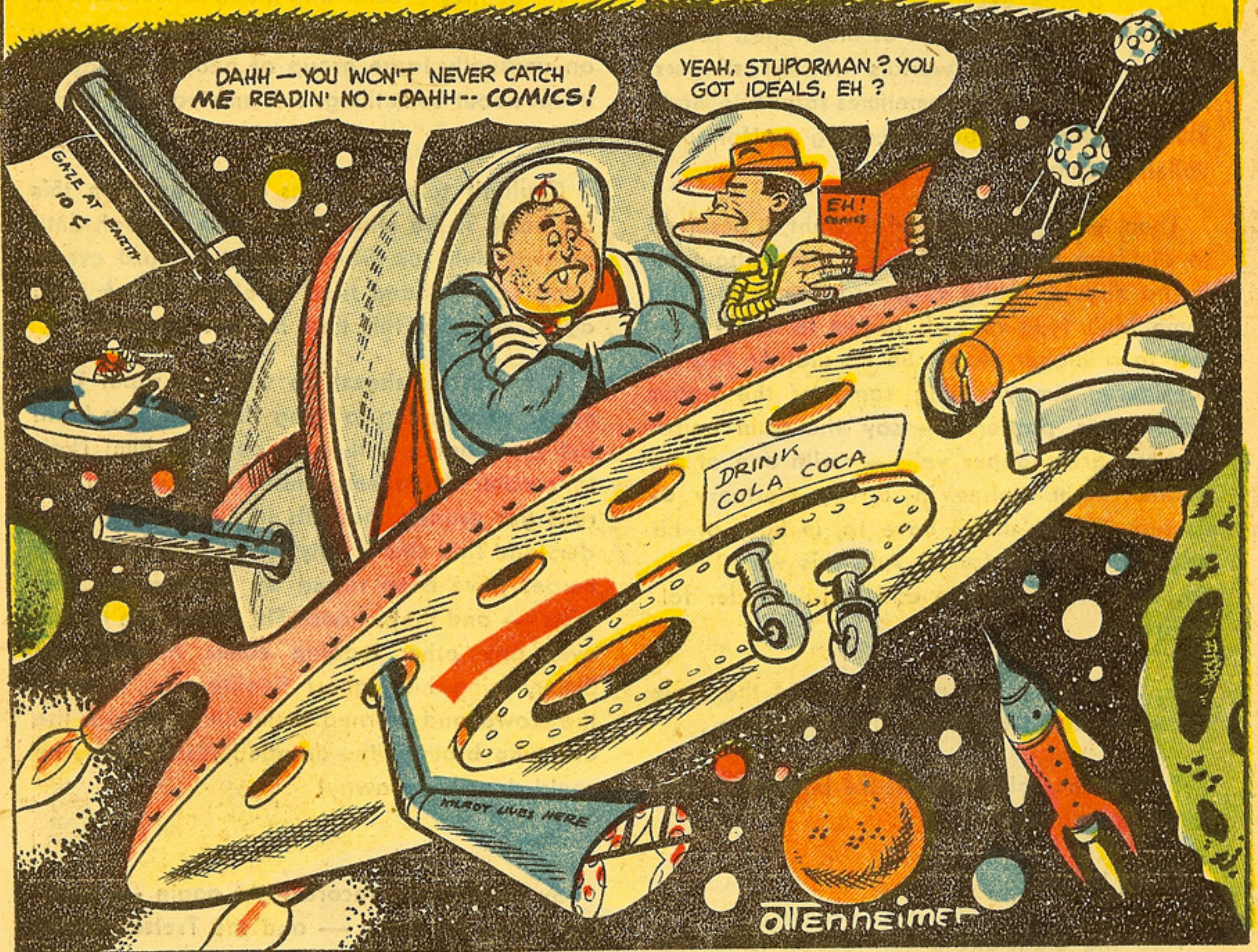
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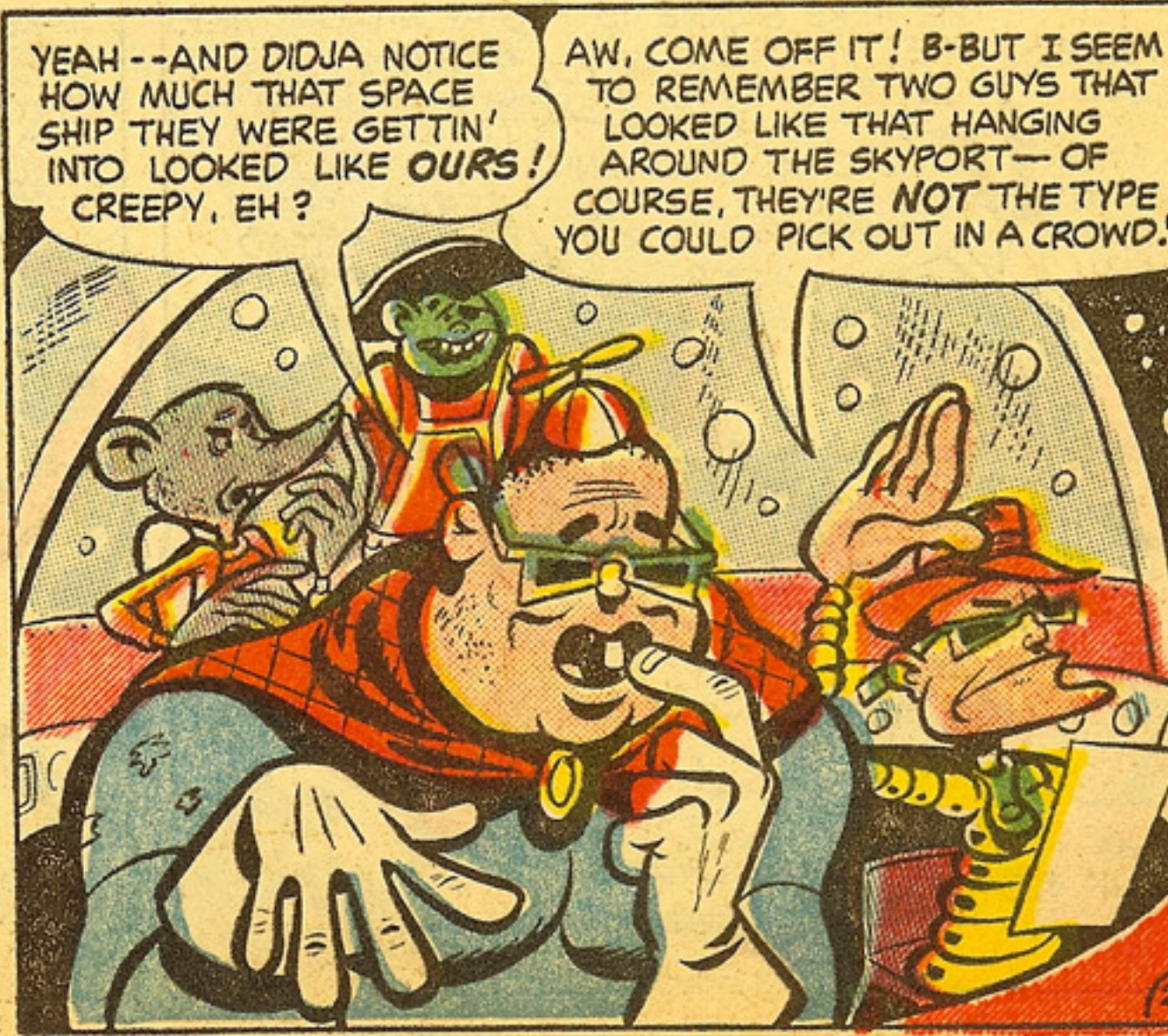
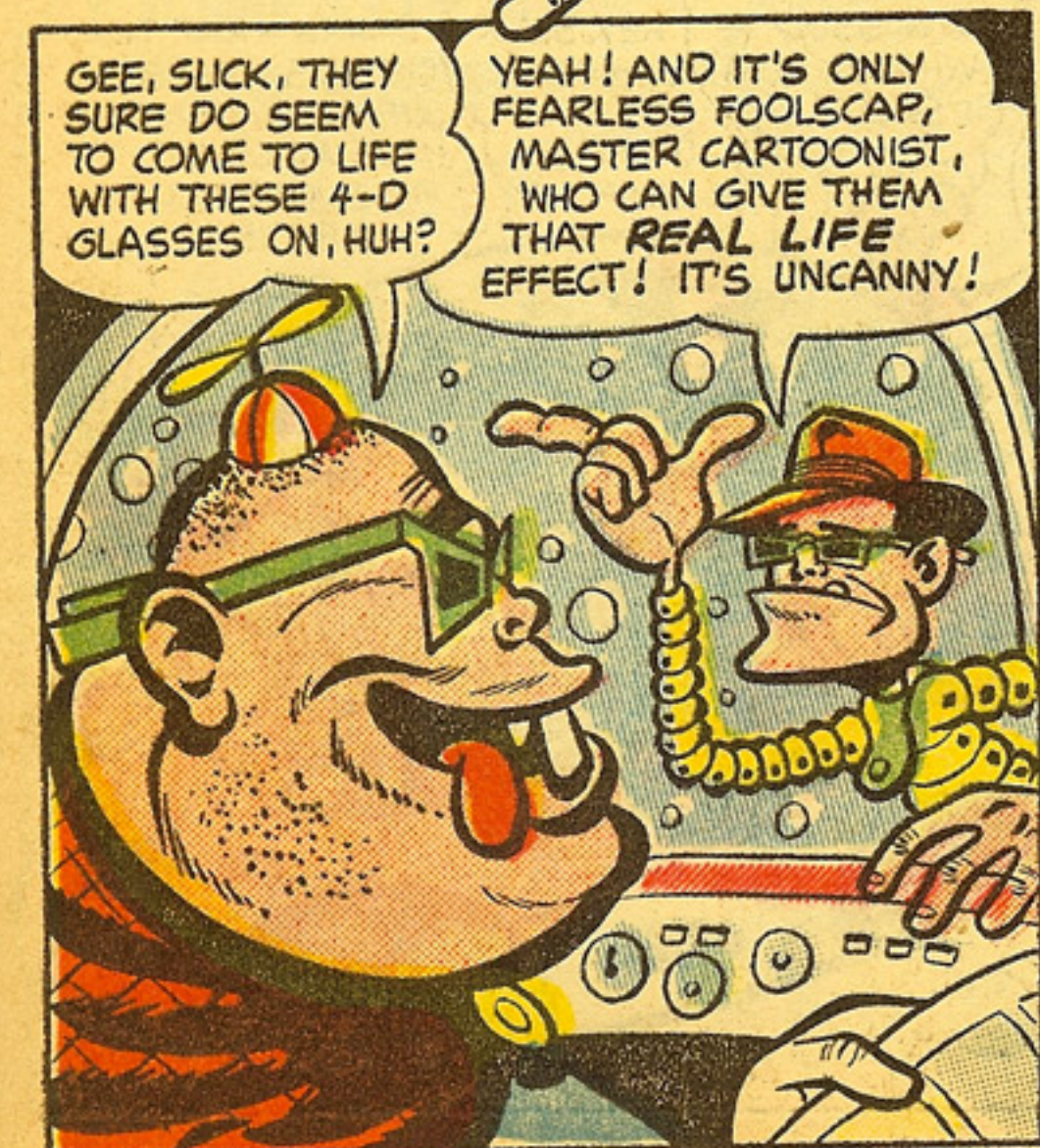
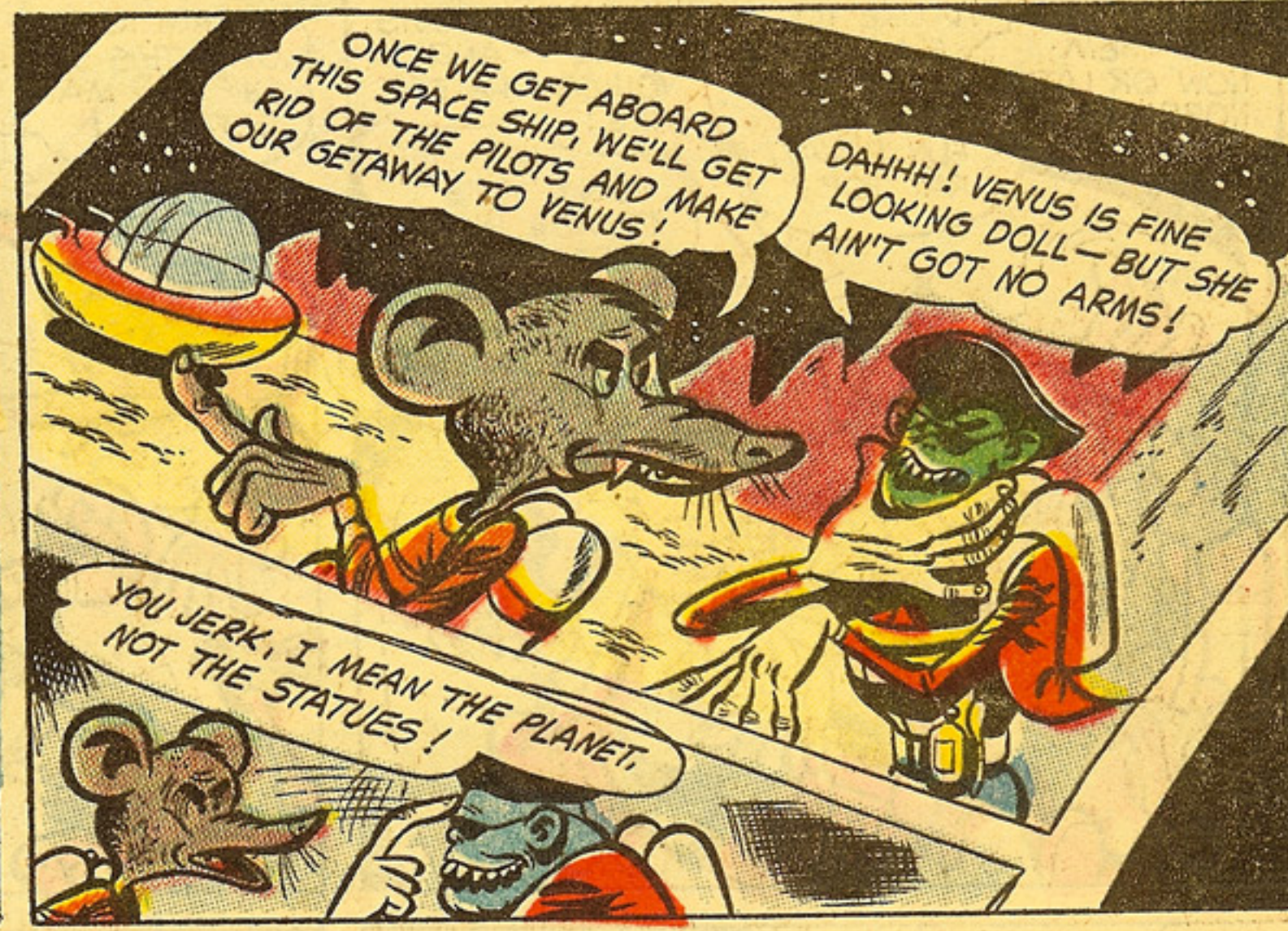
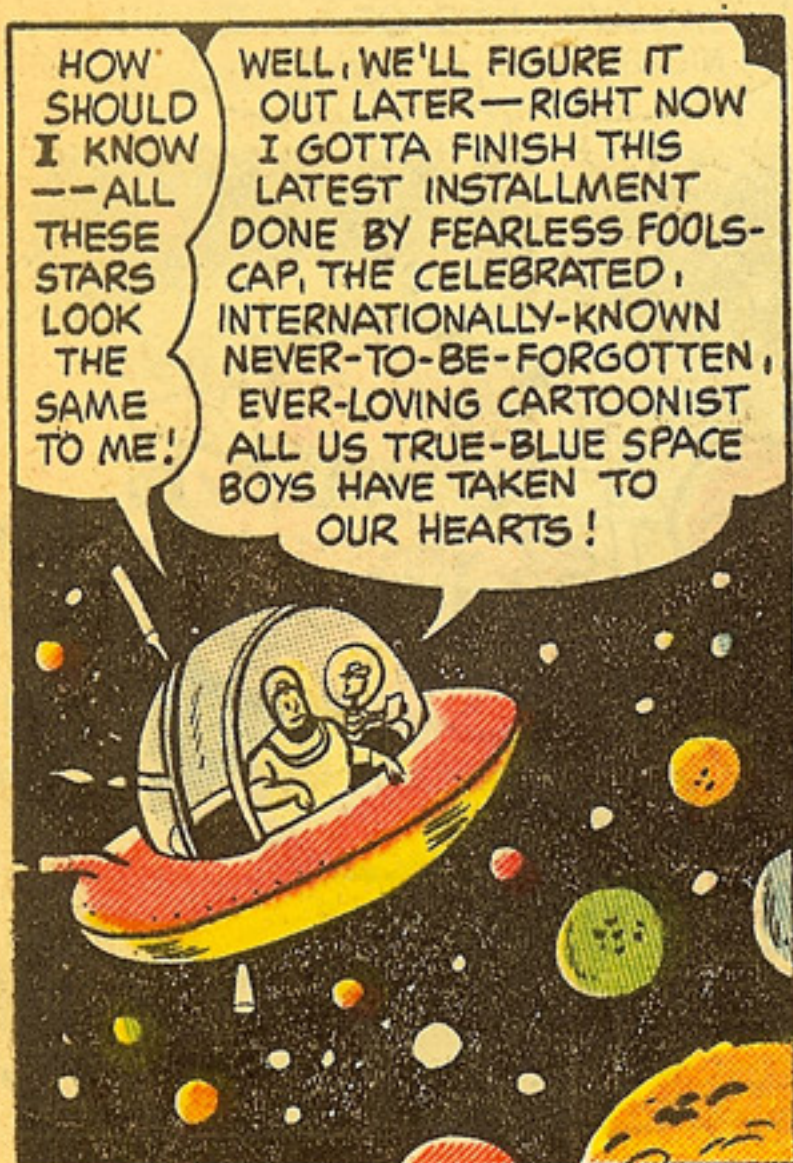
GENTLE READER (EH!) --THERE HAVE BEEN MANY SATIRICAL TAKE-OFFS OF ONE COMIC STRIP BY ANOTHER, SO MANY THAT THE GENERAL BURLESQUE HAS BECOME A SORT OF COMIC-STRIP TEASE. THIS, THEN, IS AN ATTEMPT TO END IT ALL (OR CARRY IT STILL FURTHER) BY BEING A TAKE-OFF OF A TAKE-OFF OF A TAKE-OFF! FEATURING ...

# SLICK SPACEY in the 4<sup>th</sup> Dimension



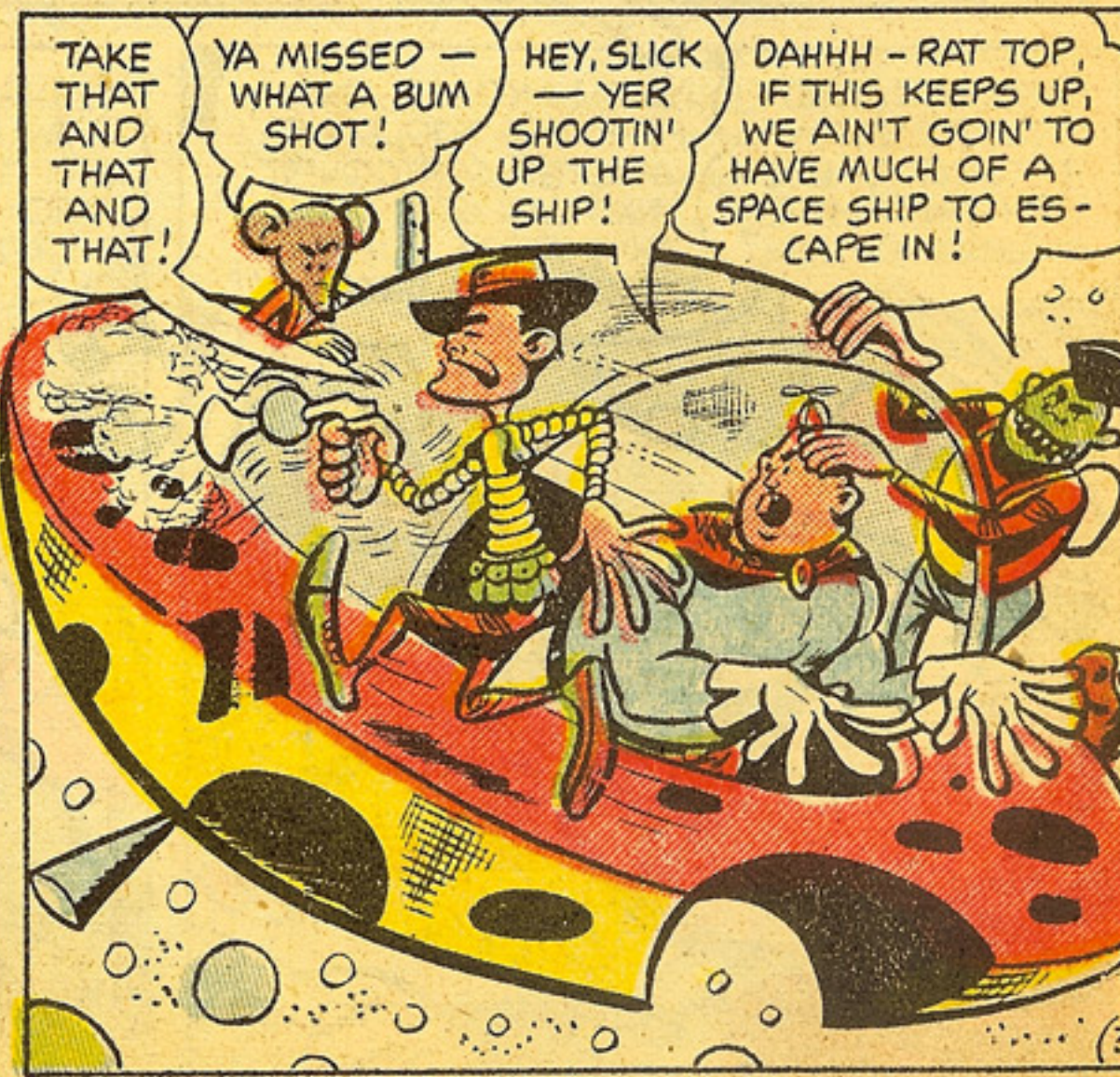
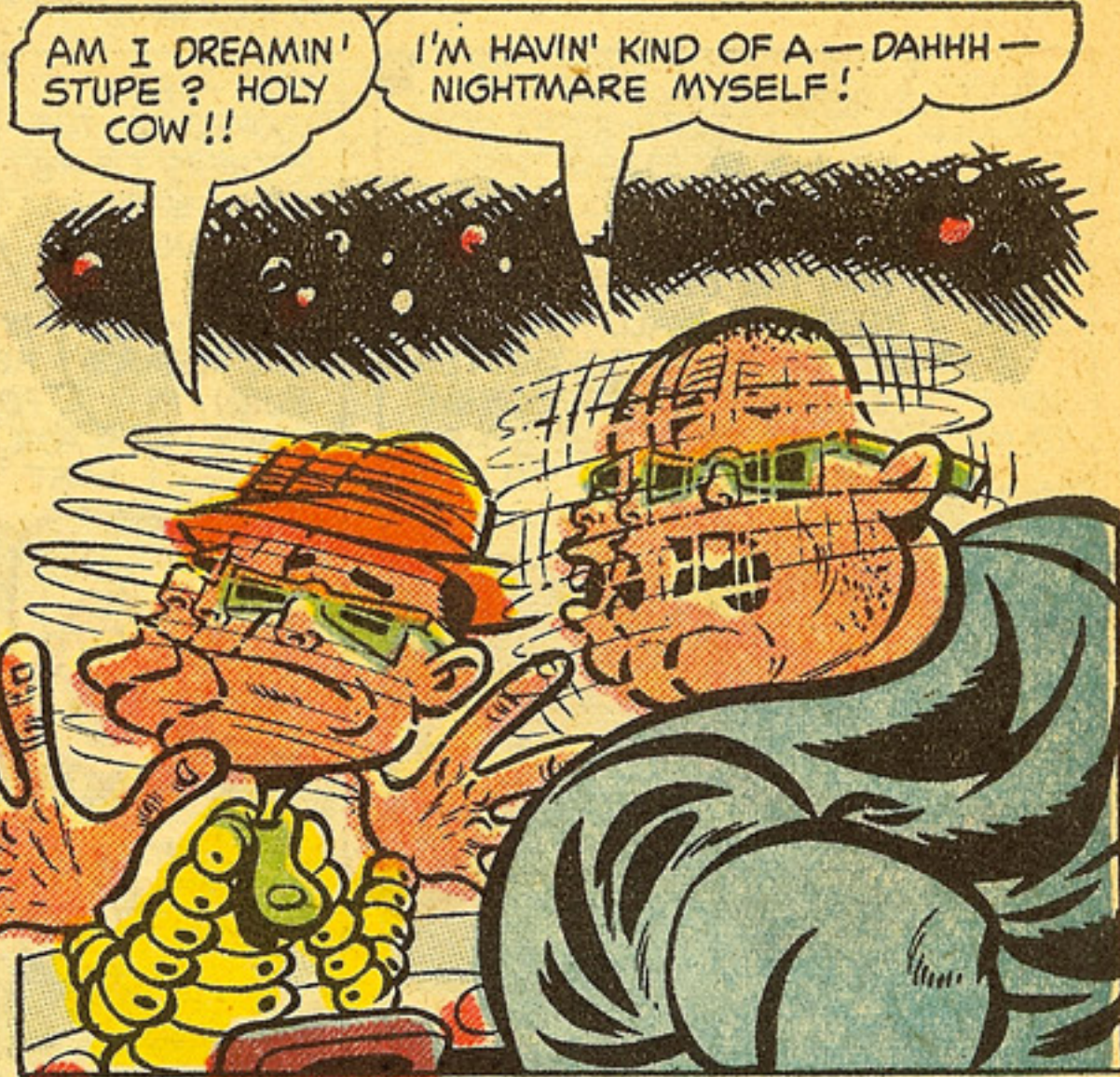


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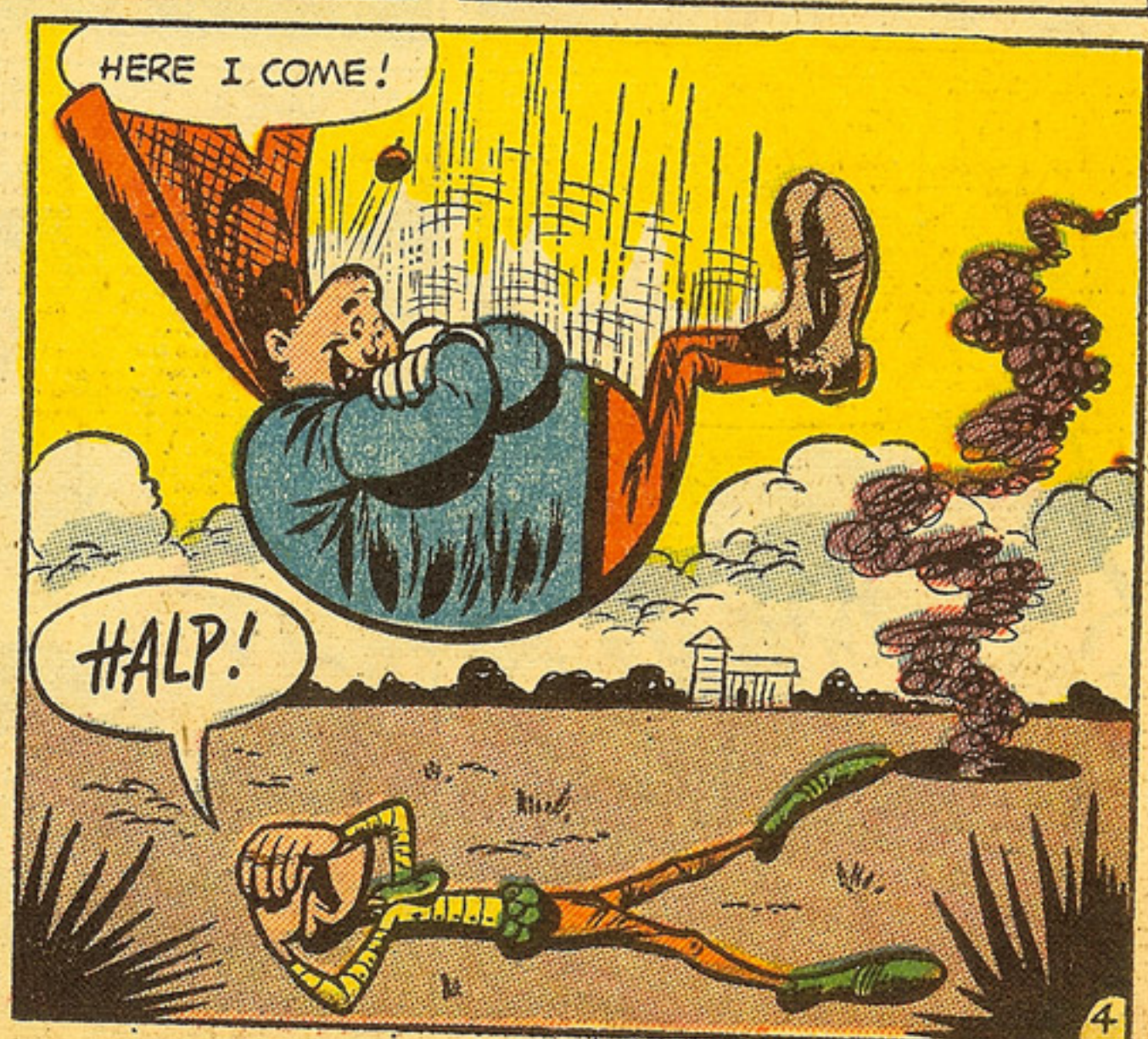
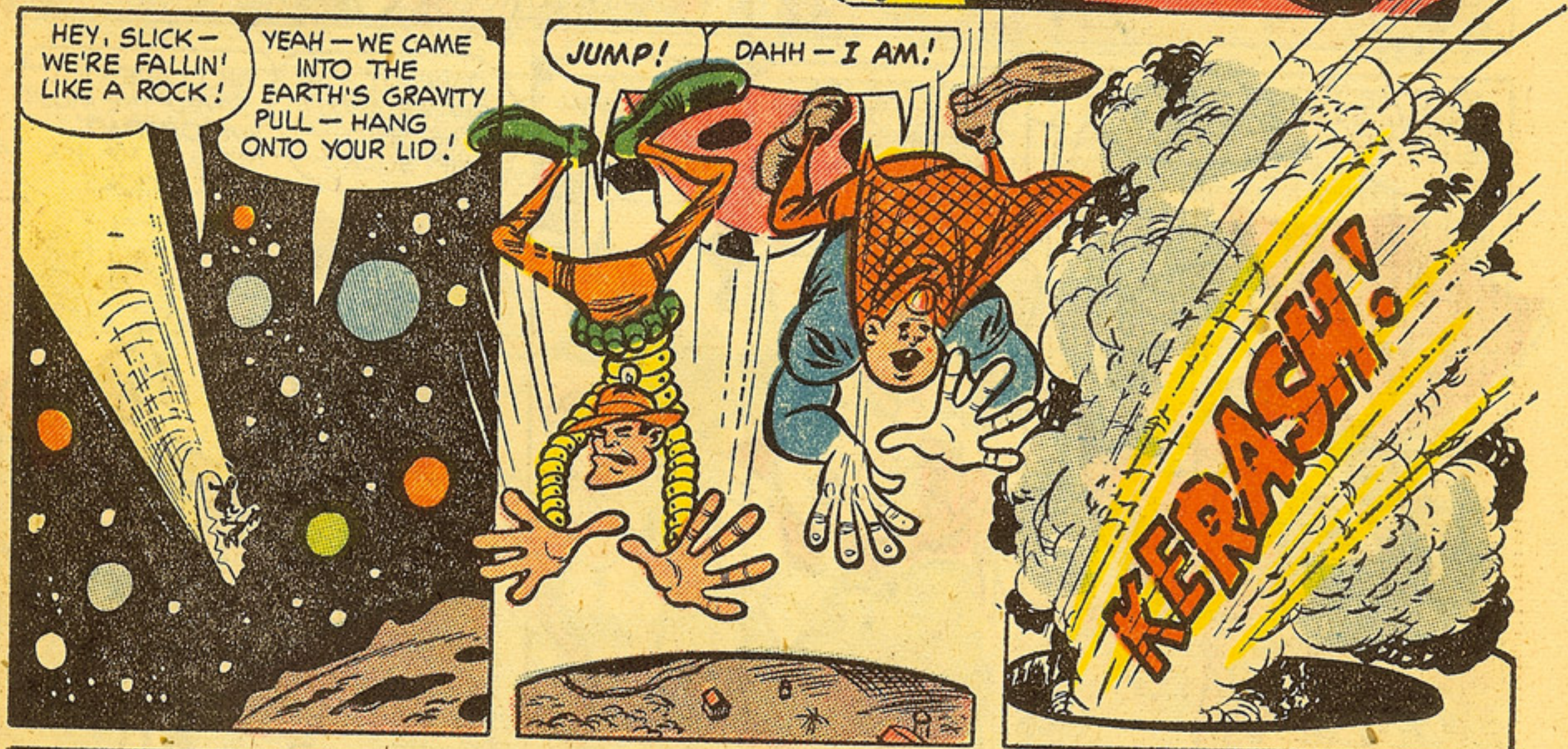
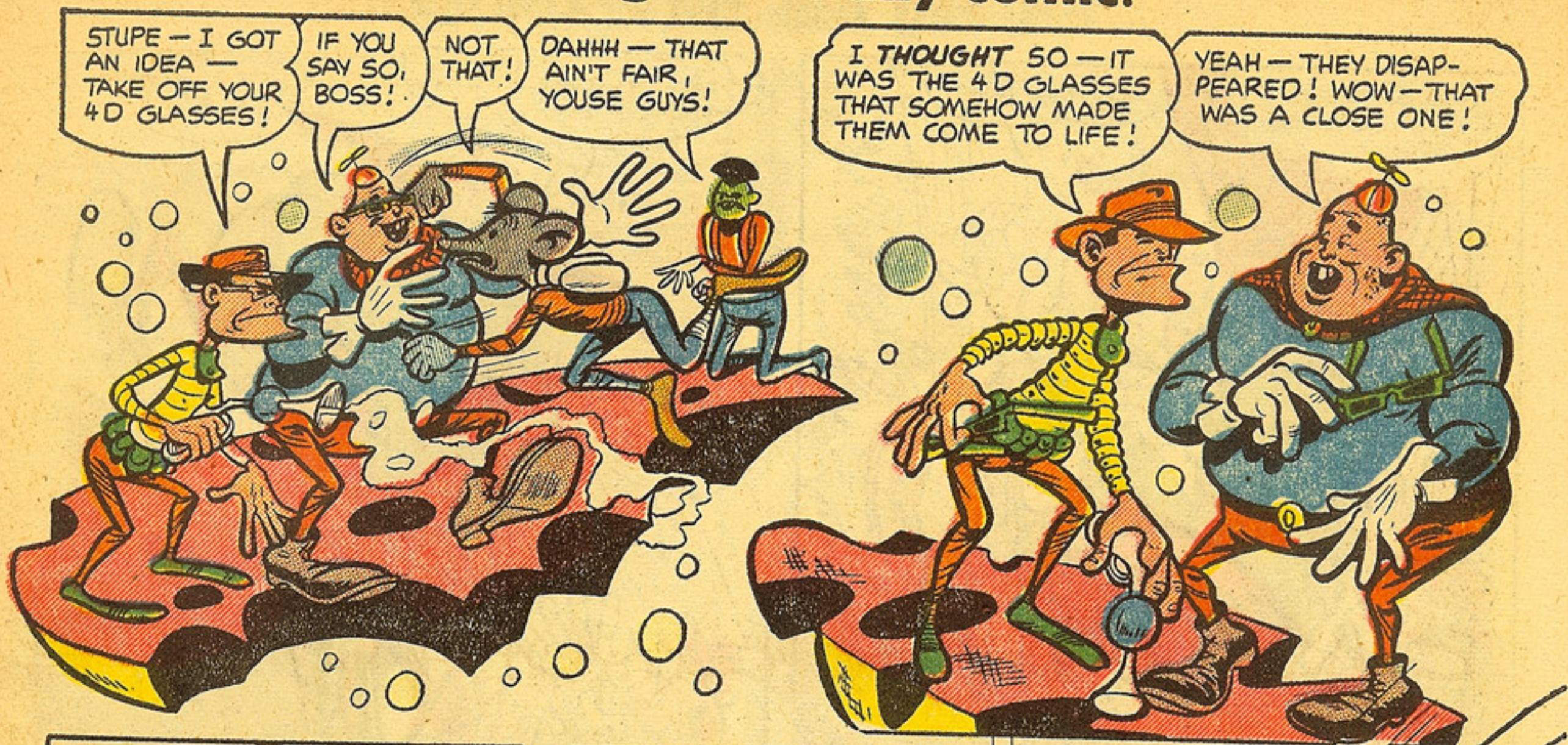


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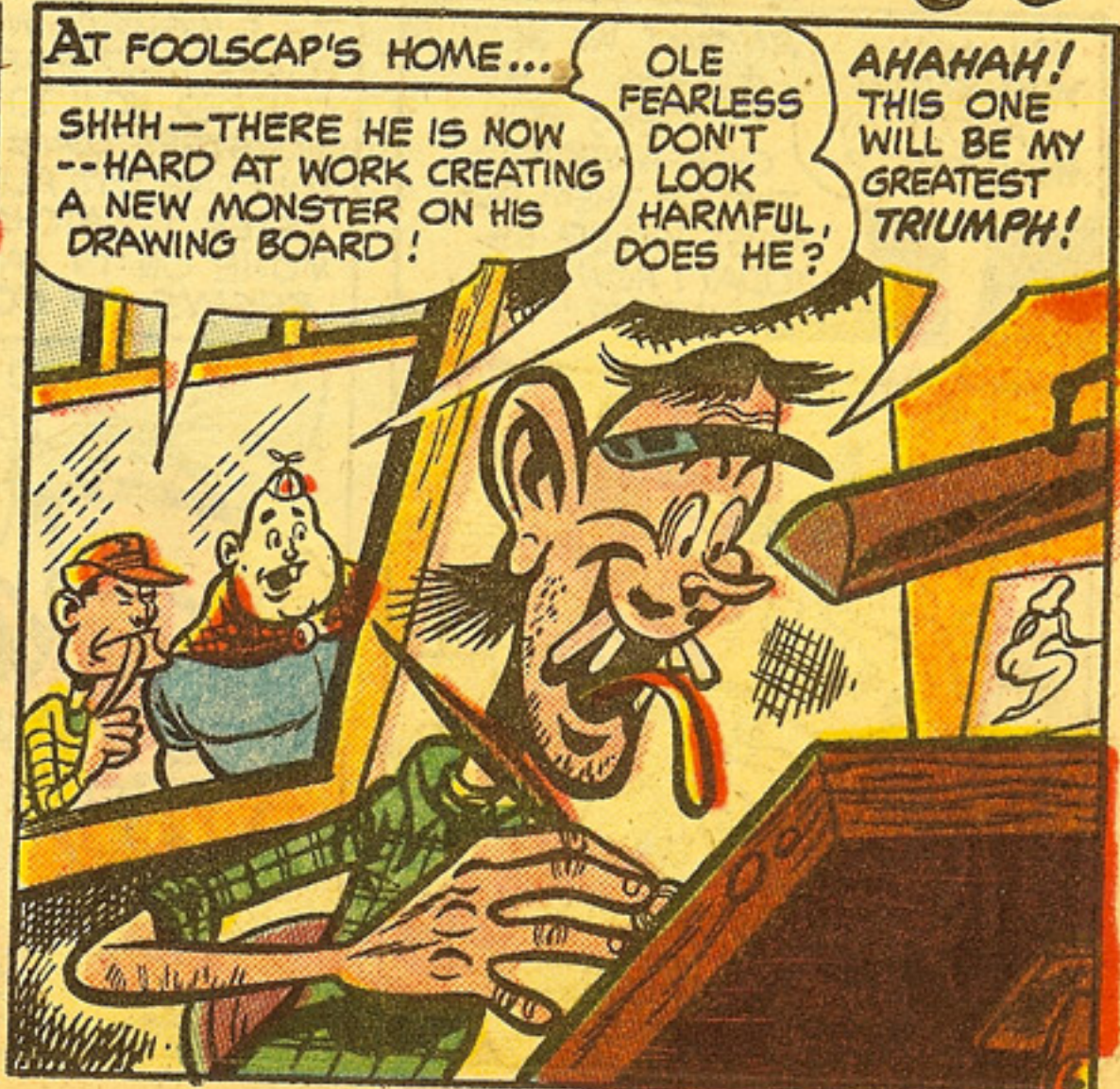
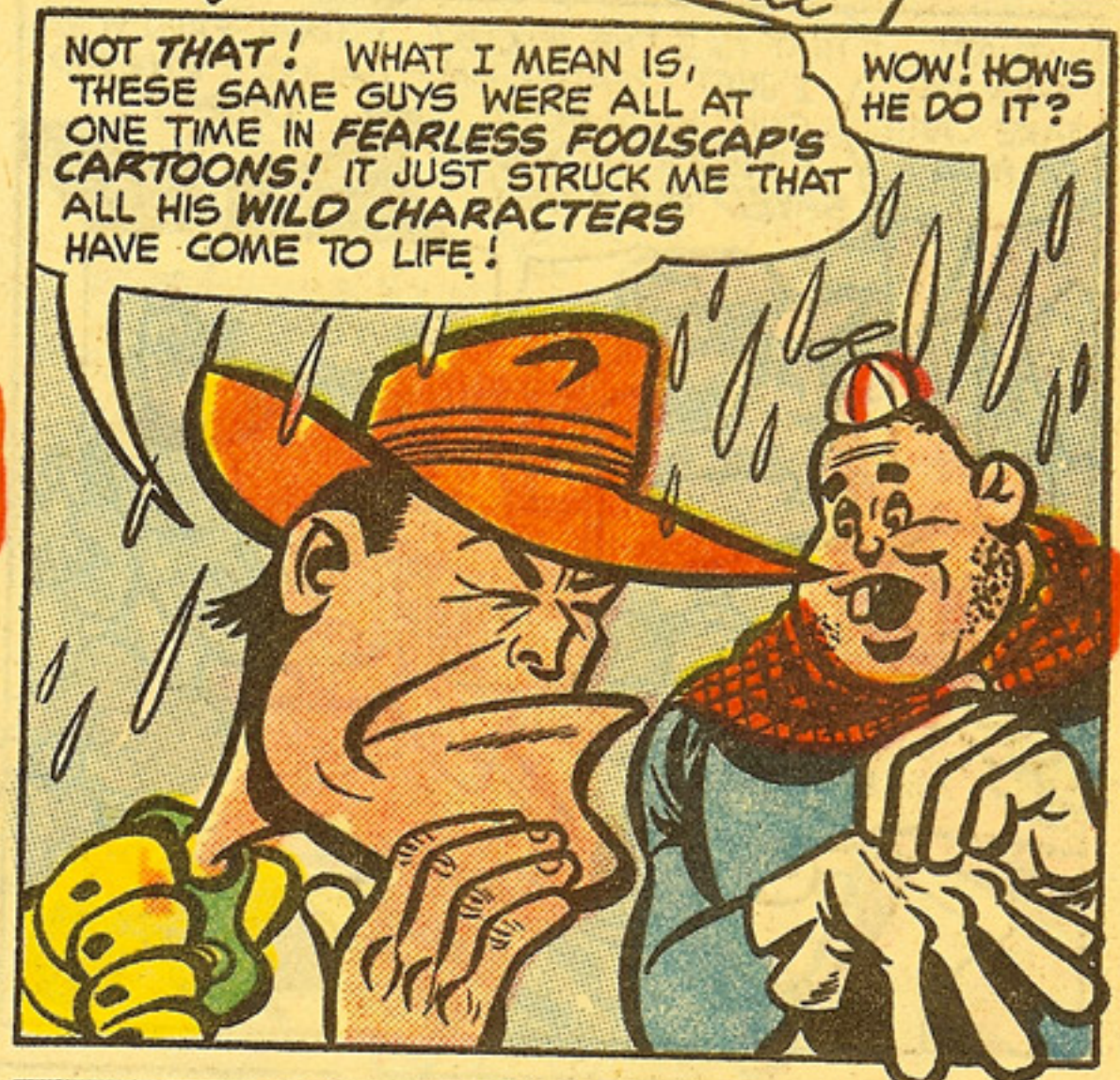
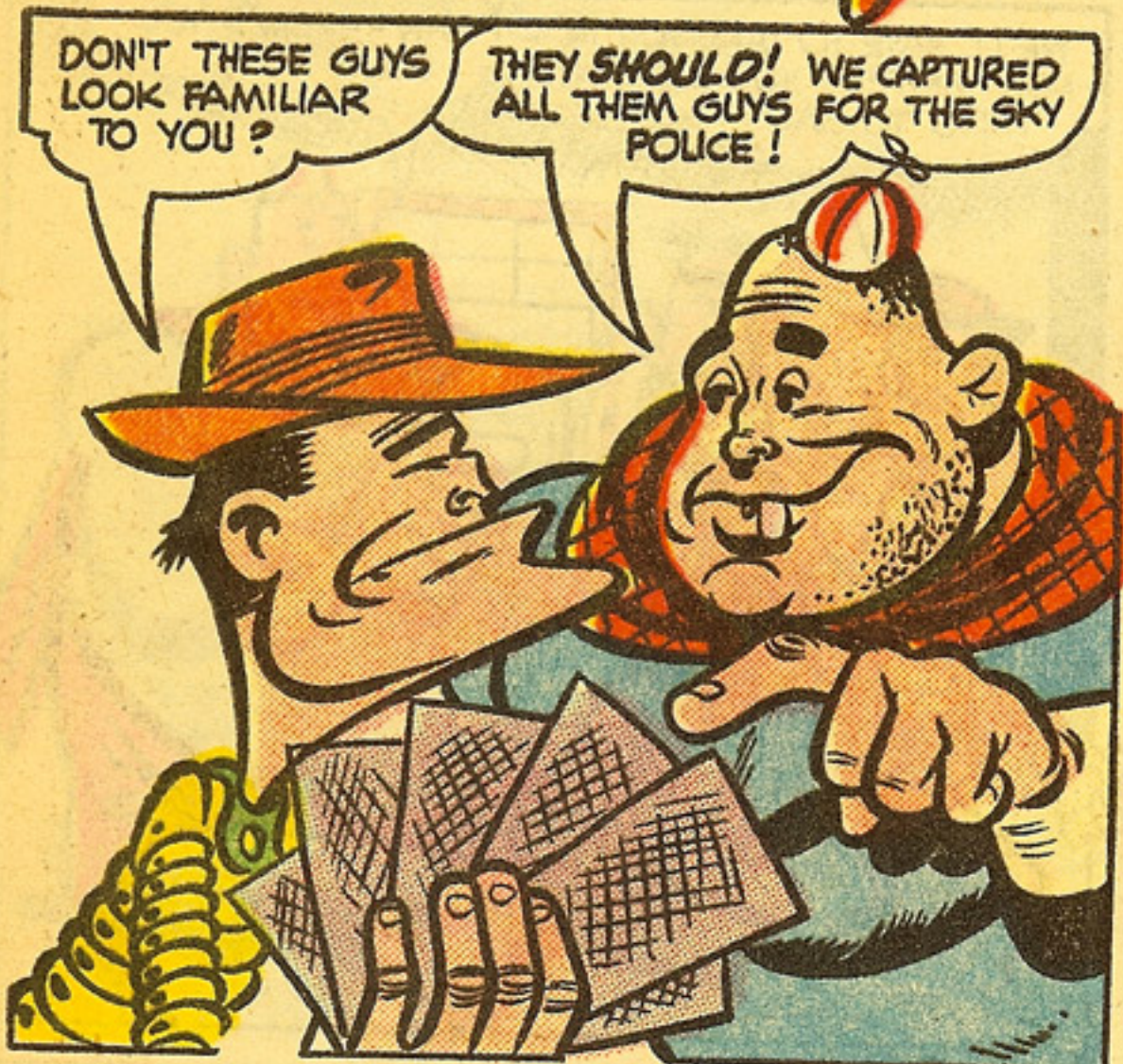
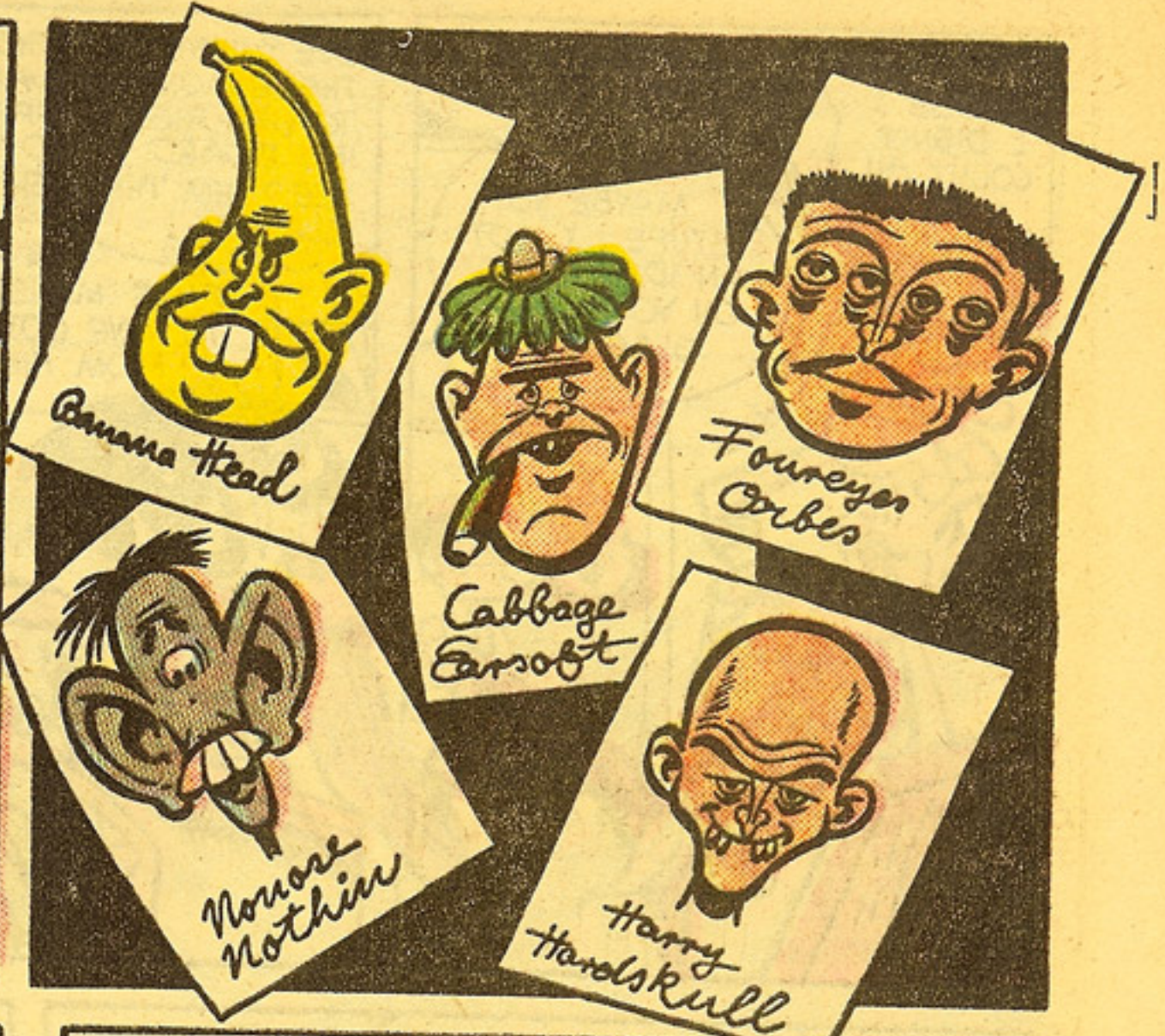


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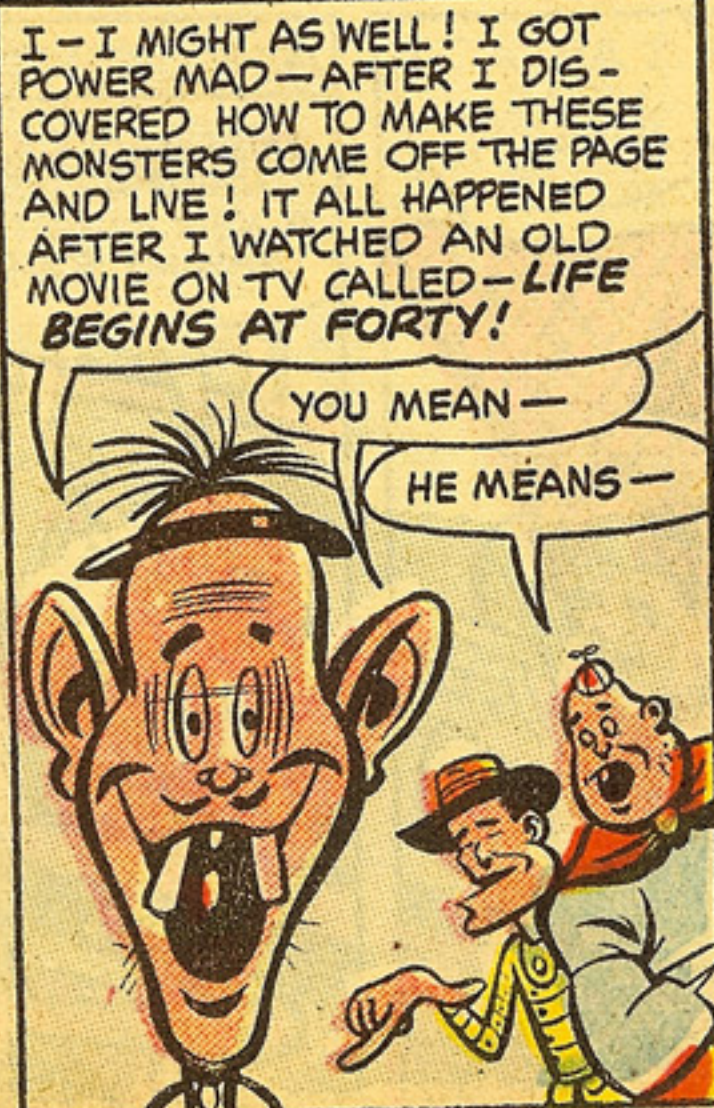
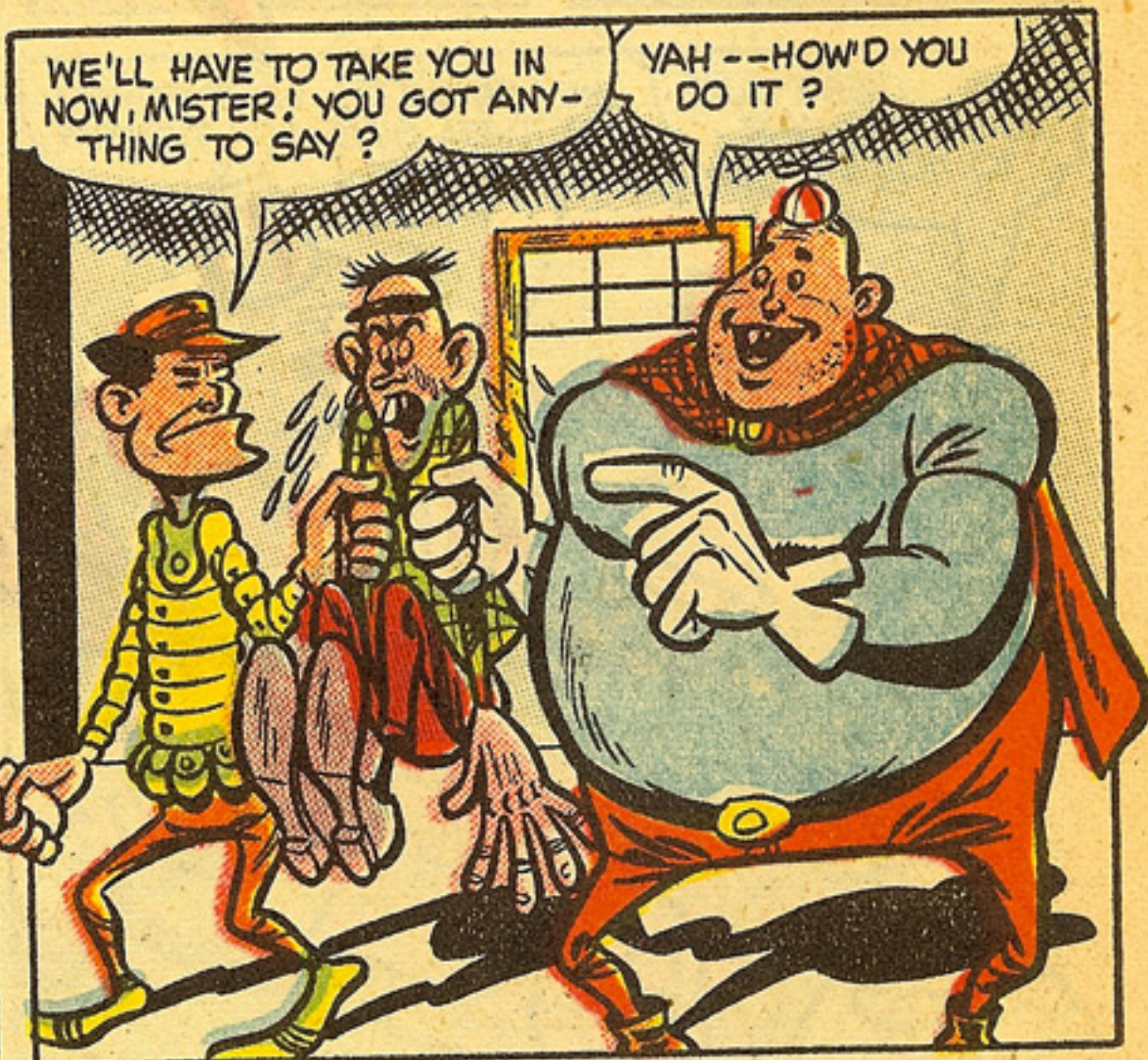
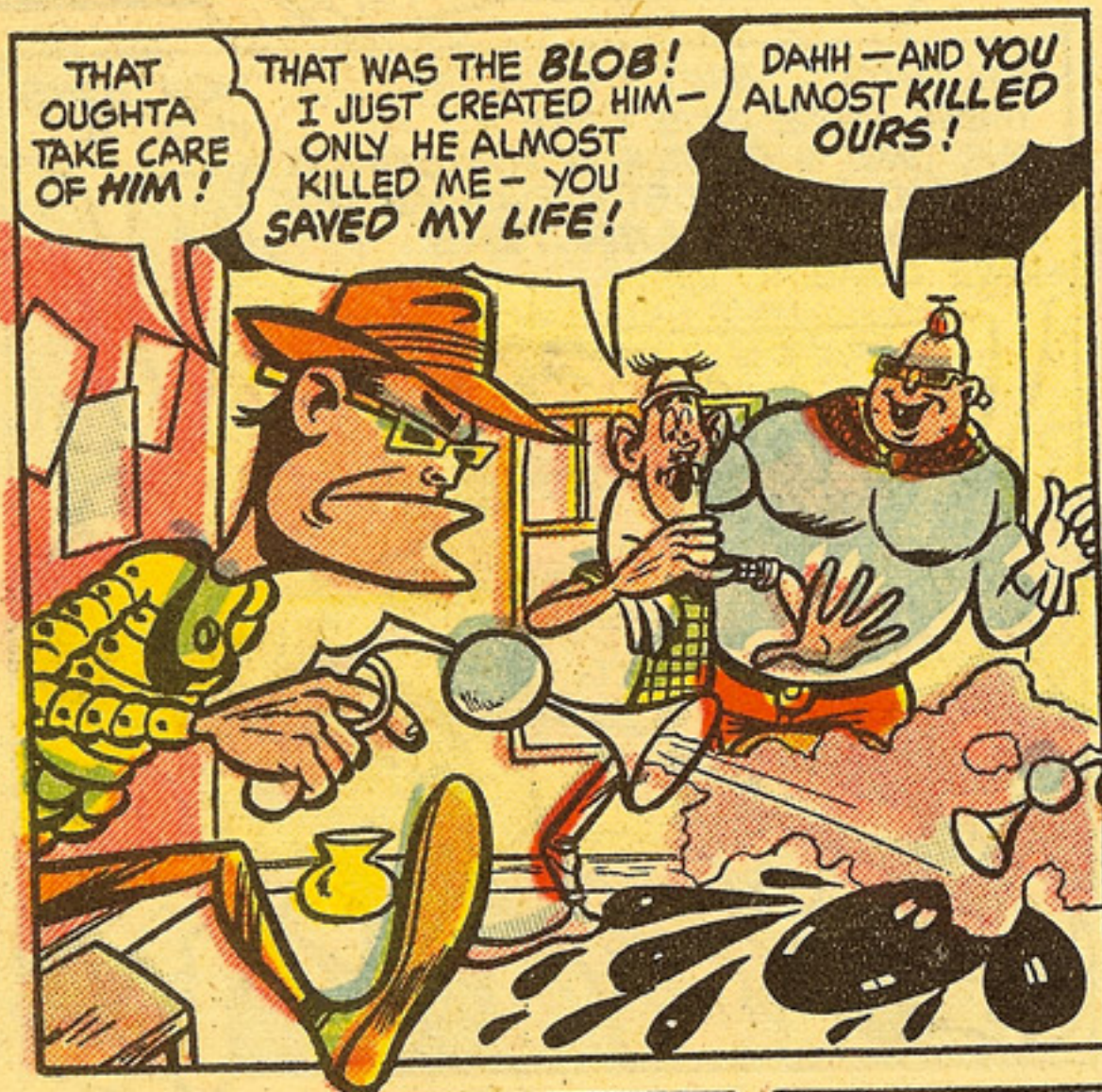


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**EH! dig this crazy comic!**





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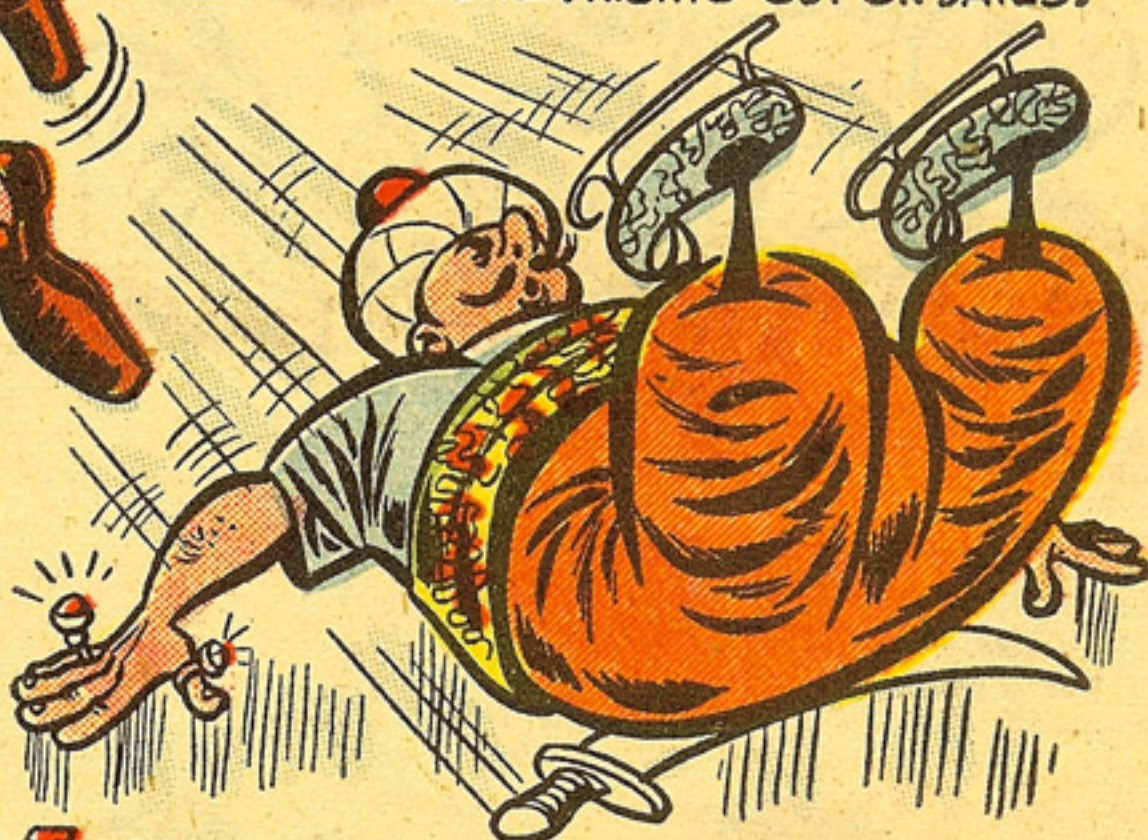
# MAVERICK LIMERICKS

HERE'S A COLLECTION OF CLASSIC LIMERICKS -- YOU PROBABLY HAVE HEARD THEM IN ONE FORM OR ANOTHER -- PROBABLY ANOTHER! THERE ARE ALSO SOME YOU PROBABLY NEVER HEARD IN ANY FORM, AND WHICH WE RECOMMEND FOR READING ON ONE OF YOUR IMAGINATIVE DAYS. YOU MIGHT SHOCK YOUR FRIENDS BY CHANGING A WORD OR TWO -- OR PLEASE YOUR OLD-MAID AUNT BY KEEPING THEM TAME.

THERE WAS A YOUNG MAN FROM ADAIRE  
WHO WAS KISSING HIS GIRL ON A STAIR,  
THE BANNISTER CRACKED  
BUT WITH ONE MIGHTY SMACK  
HE FINISHED THE KISS IN MID-AIR!



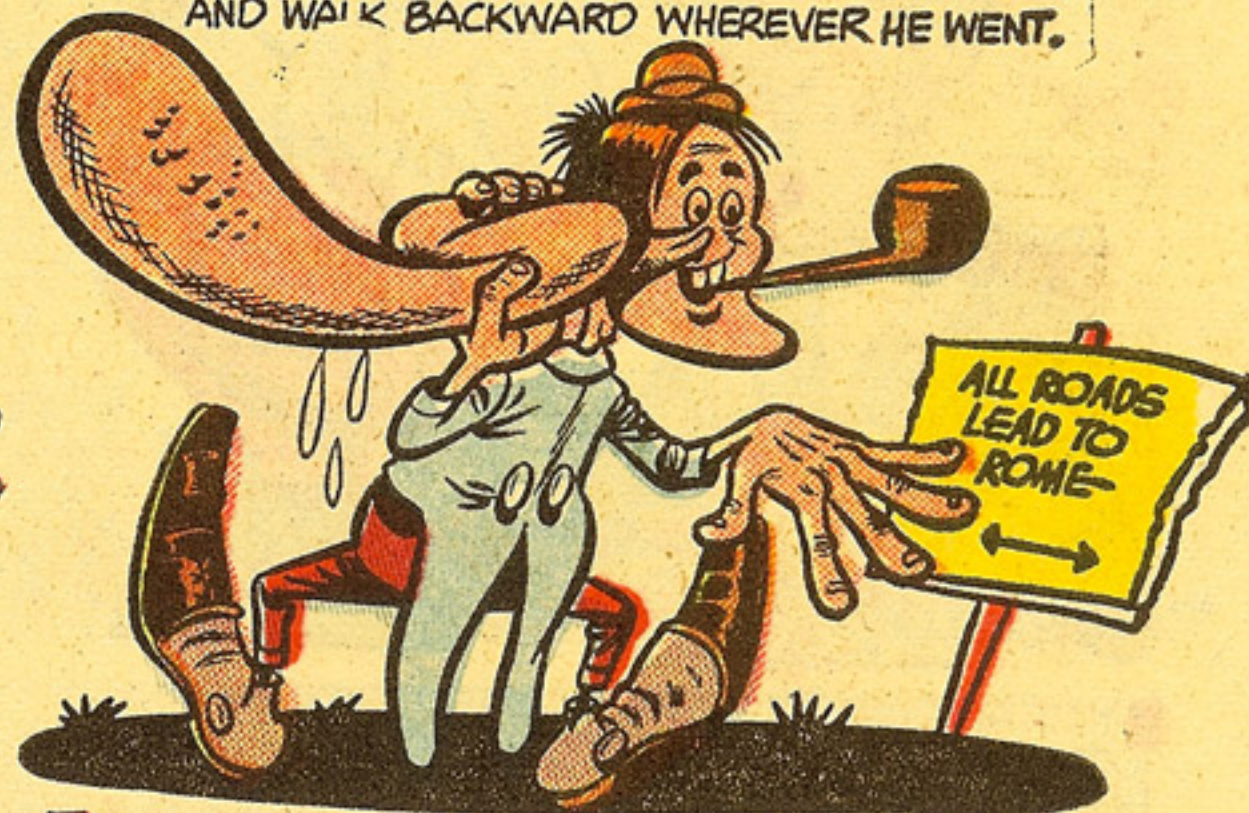
THERE WAS ONCE A SULTAN FROM GATES  
WHO DID A FANDANGO ON SKATES,  
THOUGH HE SLIPPED ON HIS SWORD  
HE SAID NOT A WORD  
BUT HAS SPENT FEWER NIGHTS OUT ON DATES.



THERE ONCE WAS A FELLOW FROM LEEDS,  
WHO SWALLOWED A PACKAGE OF SEEDS,  
THE BUSHES AND TREES  
GROW OUT OF HIS KNEES  
WHILE HIS HEAD WAS ALL COVERED WITH WEEDS.



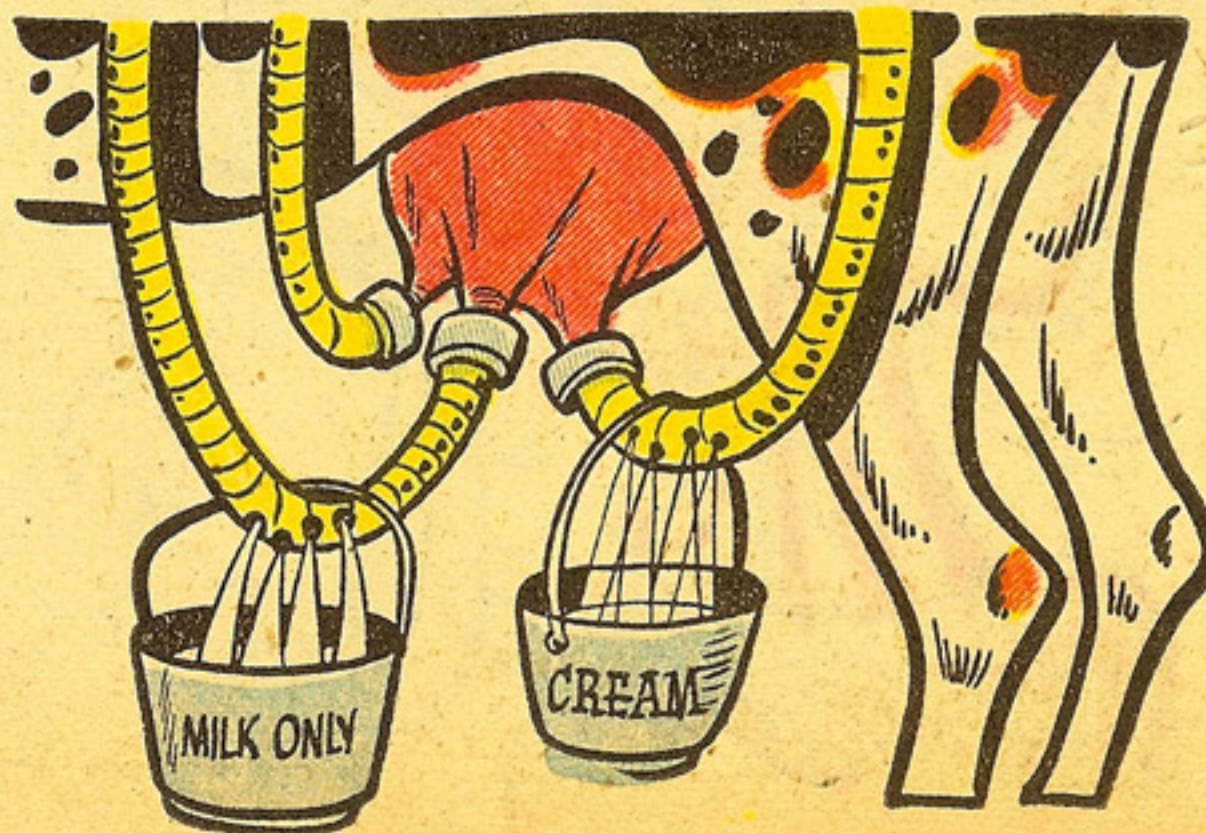
THERE WAS A YOUNG MAN FROM KENT  
WHOSE NOSE WAS SO LONG THAT IT BENT  
BUT WITHOUT ANY TROUBLE  
HE'D FOLD IT UP DOUBLE  
AND WALK BACKWARD WHEREVER HE WENT.



THERE WAS A YOUNG MAN FROM ST. AISES,  
WHOSE EYES WERE OF TWO DIFFERENT SIZES,  
ONE WAS SO SMALL  
IT WAS NO EYE AT ALL  
WHILE THE OTHER BIG BIMBO WON PRIZES!



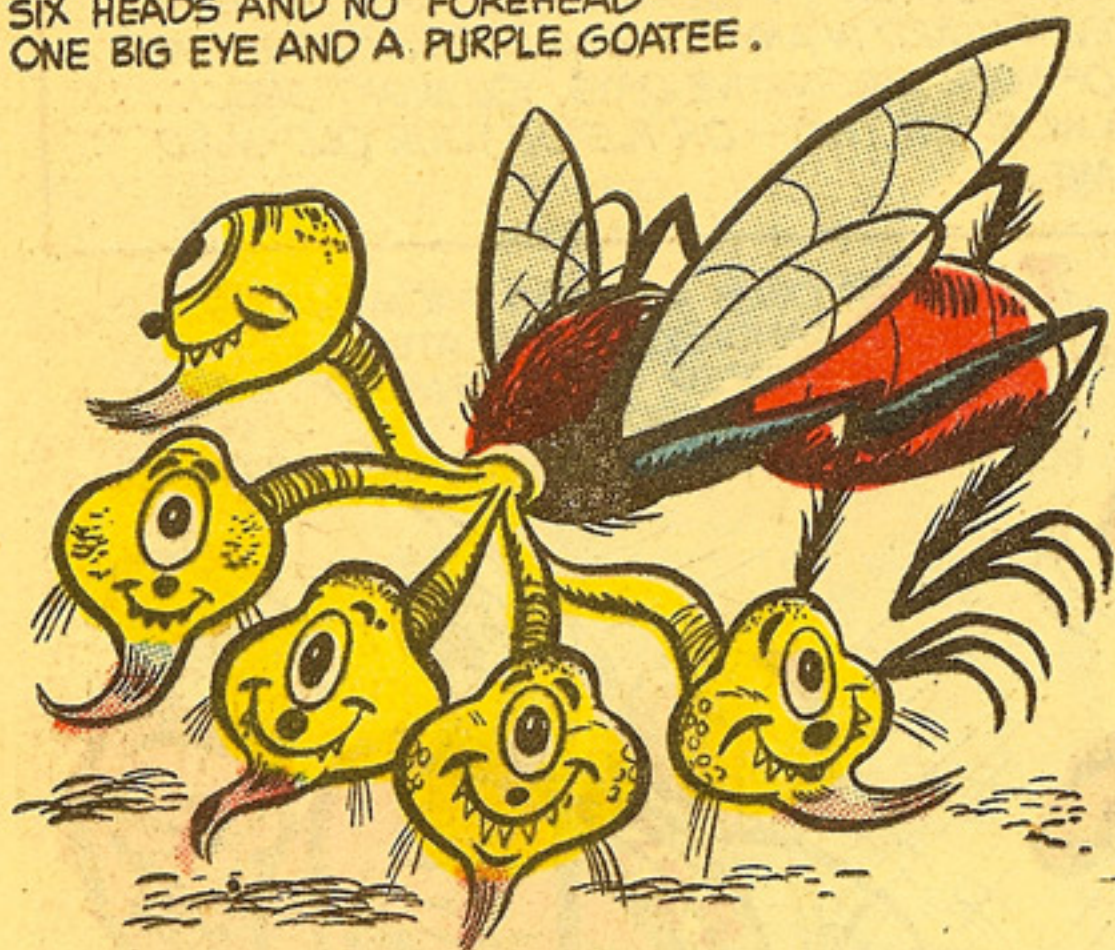
THERE WAS A MAN FROM RACINE  
WHO INVENTED A MILKING MACHINE,  
IT COULD MILK COWS OR GOATS  
WHILE FEEDING THEM OATS  
AND A PAIL HUNG BELOW FOR THE CREAM.



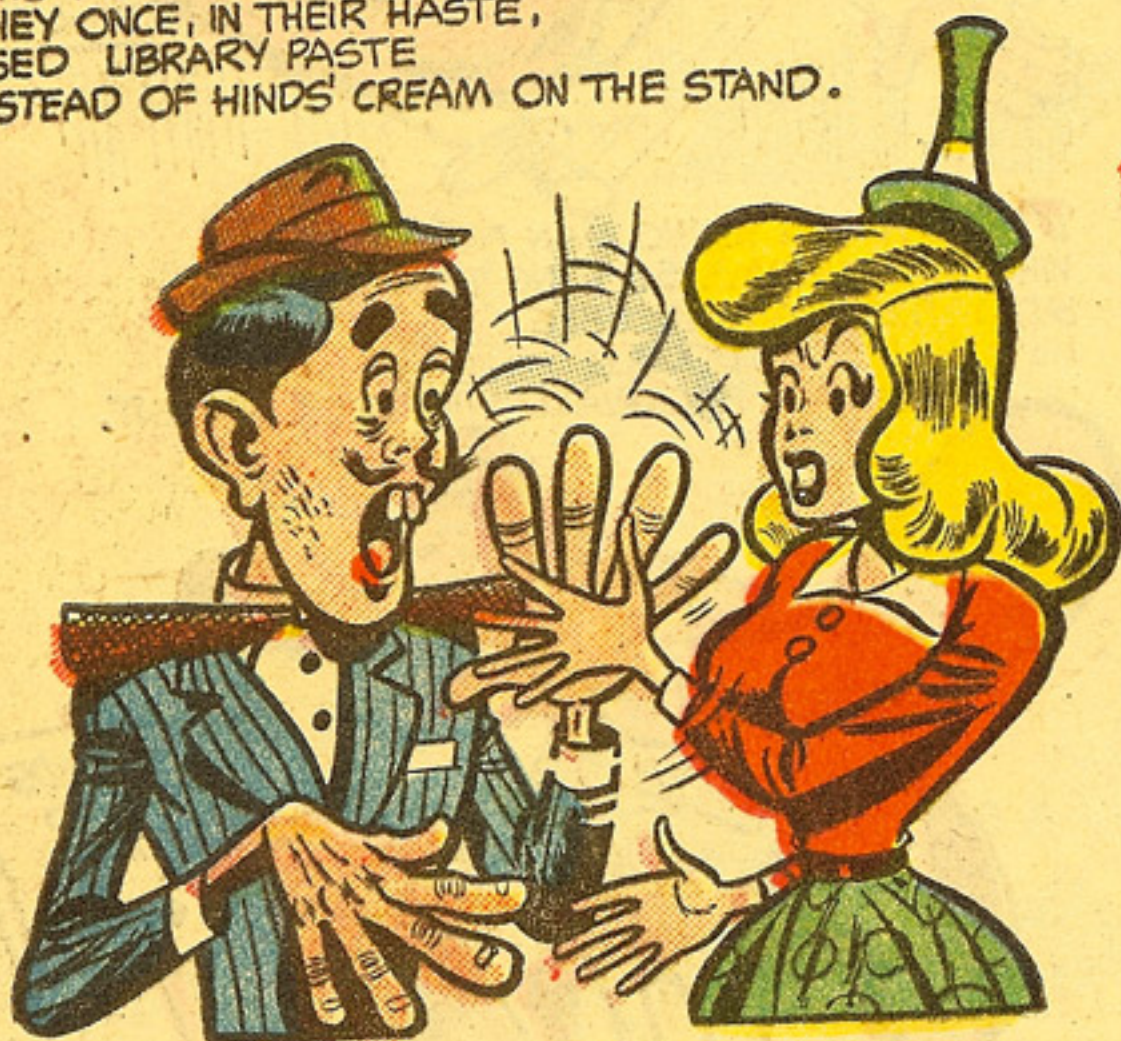


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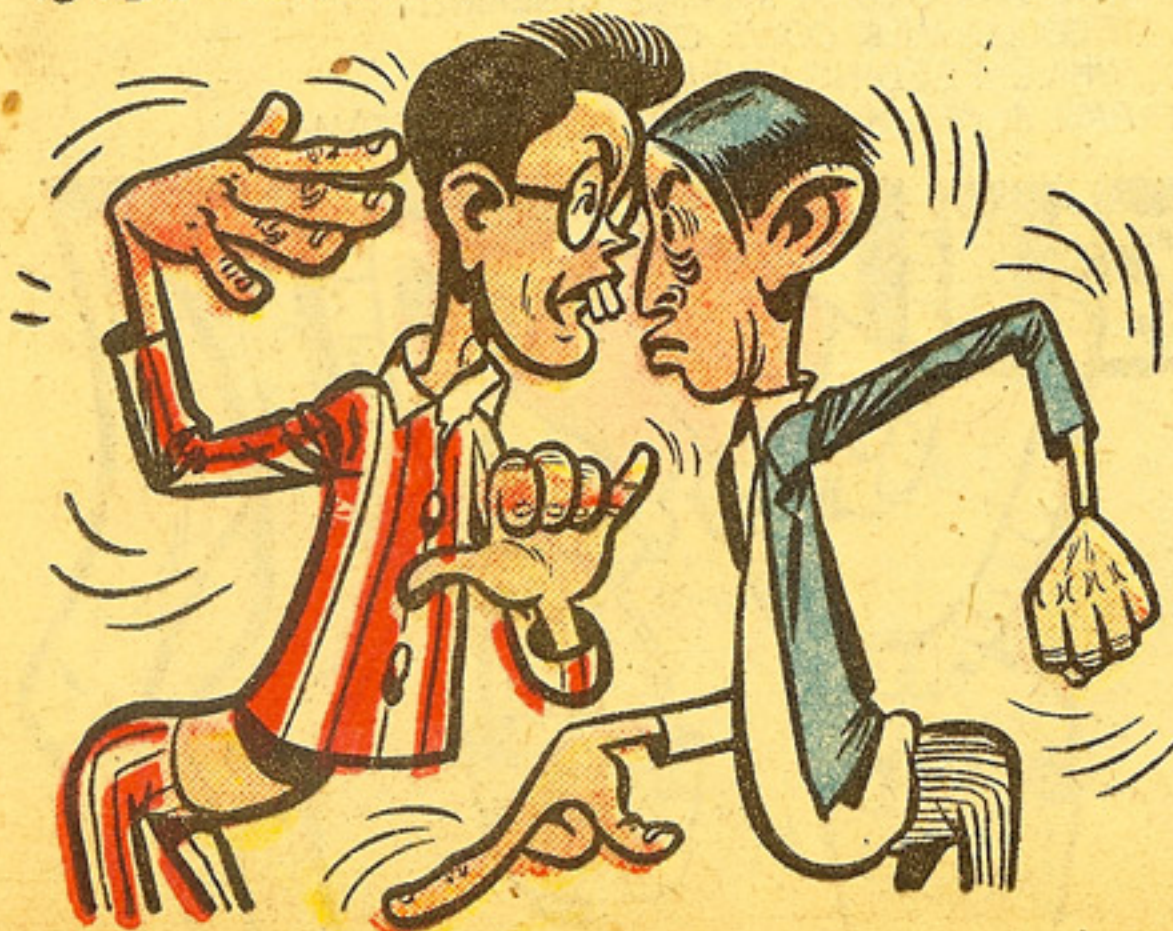
THERE ONCE WAS A MAN FROM DUNDEE,  
WHO TRIED CROSSING A FLY WITH A FLEA,  
THE RESULTS WERE MOST HORRID  
SIX HEADS AND NO FOREHEAD  
ONE BIG EYE AND A PURPLE GOATEE.



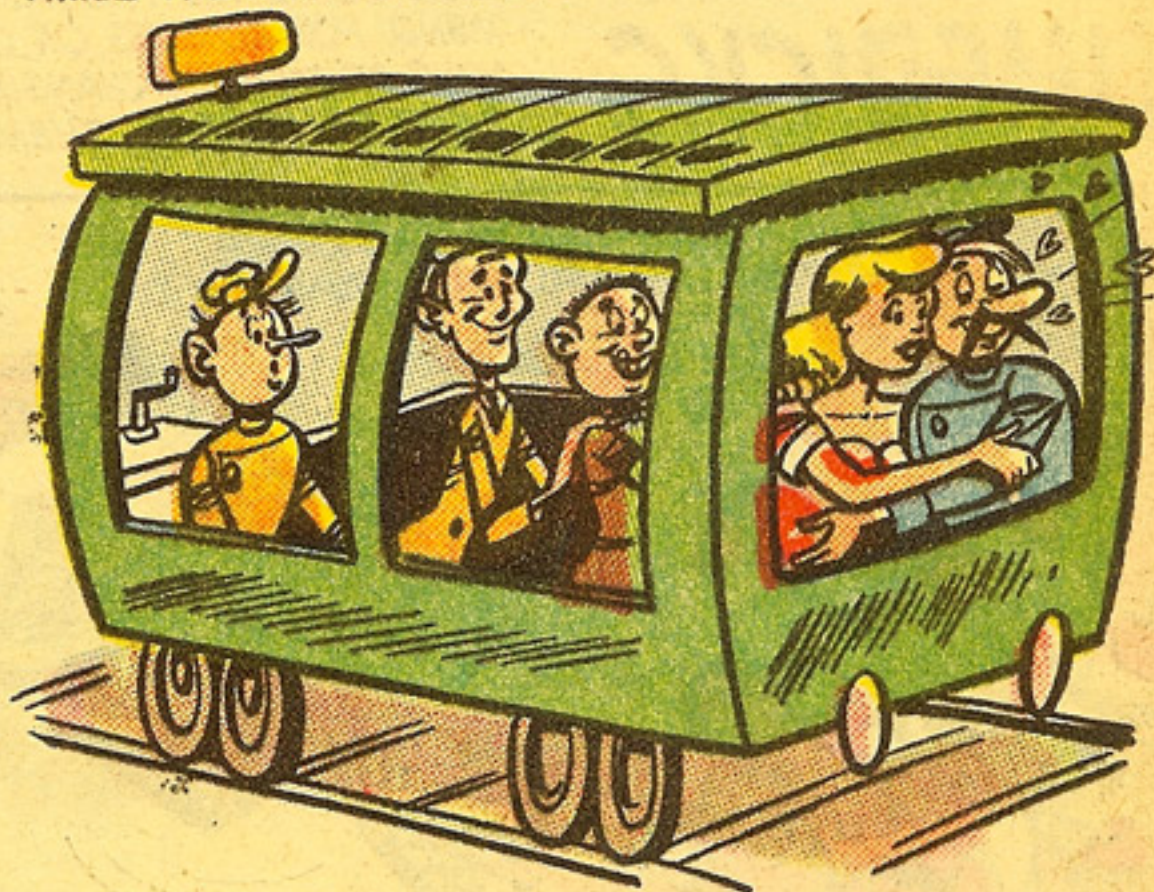
THERE ONCE WAS A COUPLE NAMED RAND,  
WHO WENT THROUGH LIFE HAND IN HAND,  
THEY ONCE, IN THEIR HASTE,  
USED LIBRARY PASTE  
INSTEAD OF HINDS' CREAM ON THE STAND.



ONCE A YOUNG CHESSMAN NAMED BLOOM,  
TOOK A BRIDGE PLAYER UP TO HIS ROOM,  
THEY ARGUED ALL NIGHT  
AS TO WHO HAD THE RIGHT  
TO PLAY WHAT AND WITH WHAT AND TO WHOM.



THERE ONCE WAS A BEAUTY FROM FRANCE  
WHO RODE ON A TROLLEY BY CHANCE,  
THE PASSENGERS HUGGED HER,  
SO DID THE CONDUCTOR,  
WHILE THE MOTORMAN SAT IN A TRANCE.



A YOUNG TENNIS CHAMP NAMED MISS SEATON,  
WHO LIVED IN A CASTLE NEAR EATON,  
HAD THE HALLS AND THE WALLS  
BESTREWN WITH THE BALLS  
AND THE RACQUETS OF THOSE SHE HAD BEATEN!



THERE WAS A YOUNG LADY FROM SPARTA,  
WHO COULD PLAY ANY TUNE ON HER GARTER,  
SHE COULD SNAP ANYTHING  
FROM "GOD SAVE THE KING"  
TO BEETHOVEN'S "MOONLIGHT SONATA!"

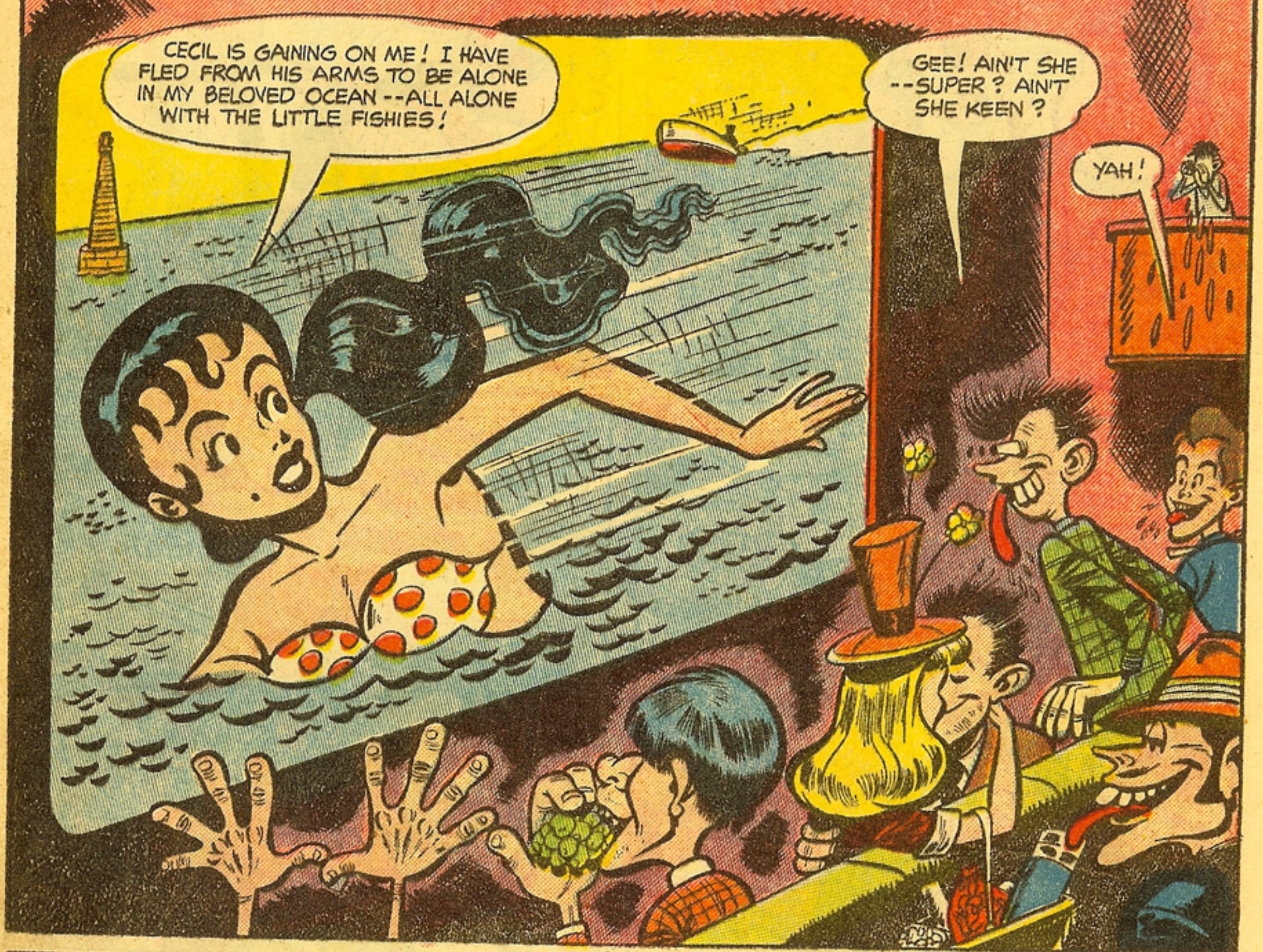




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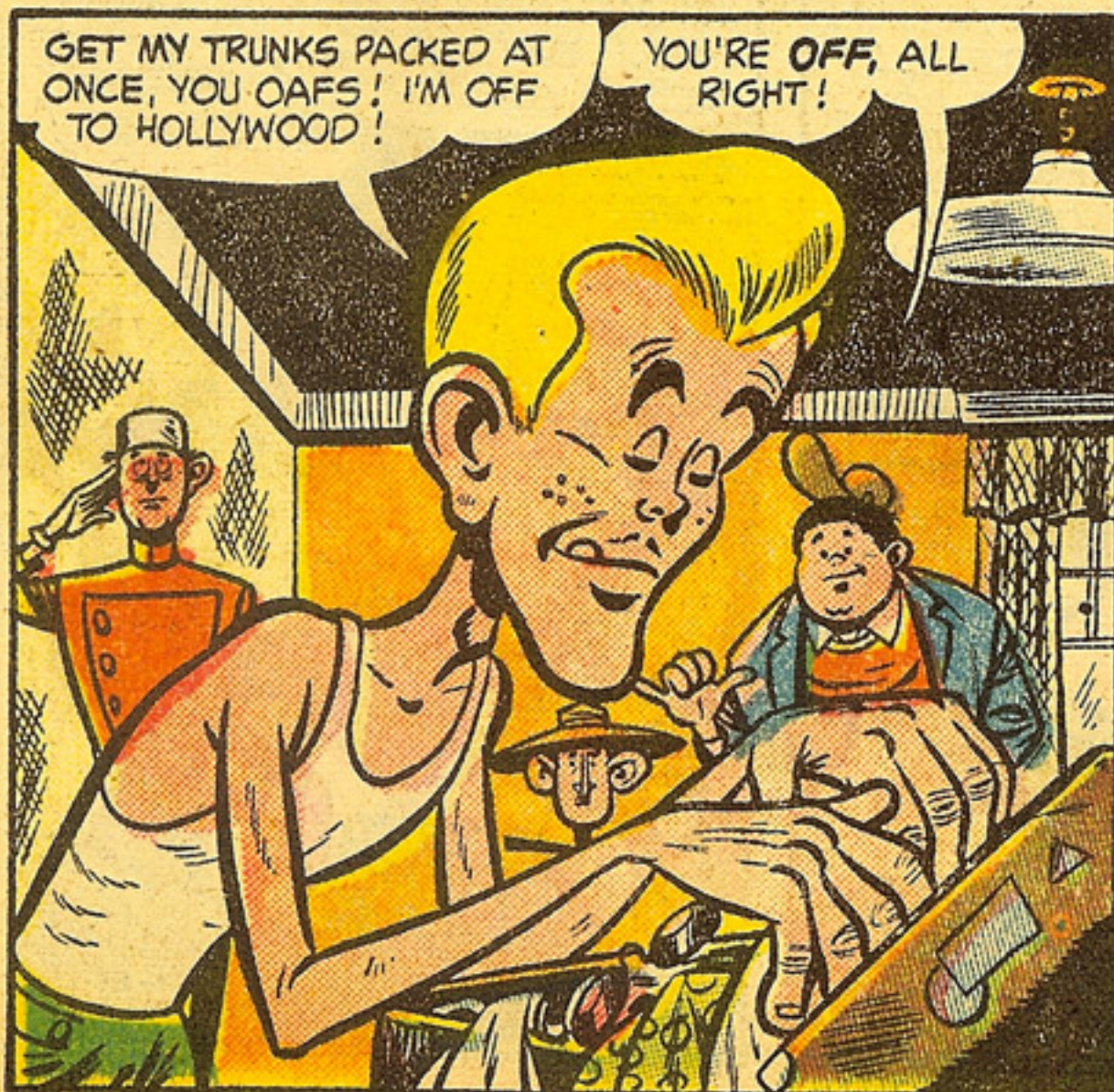
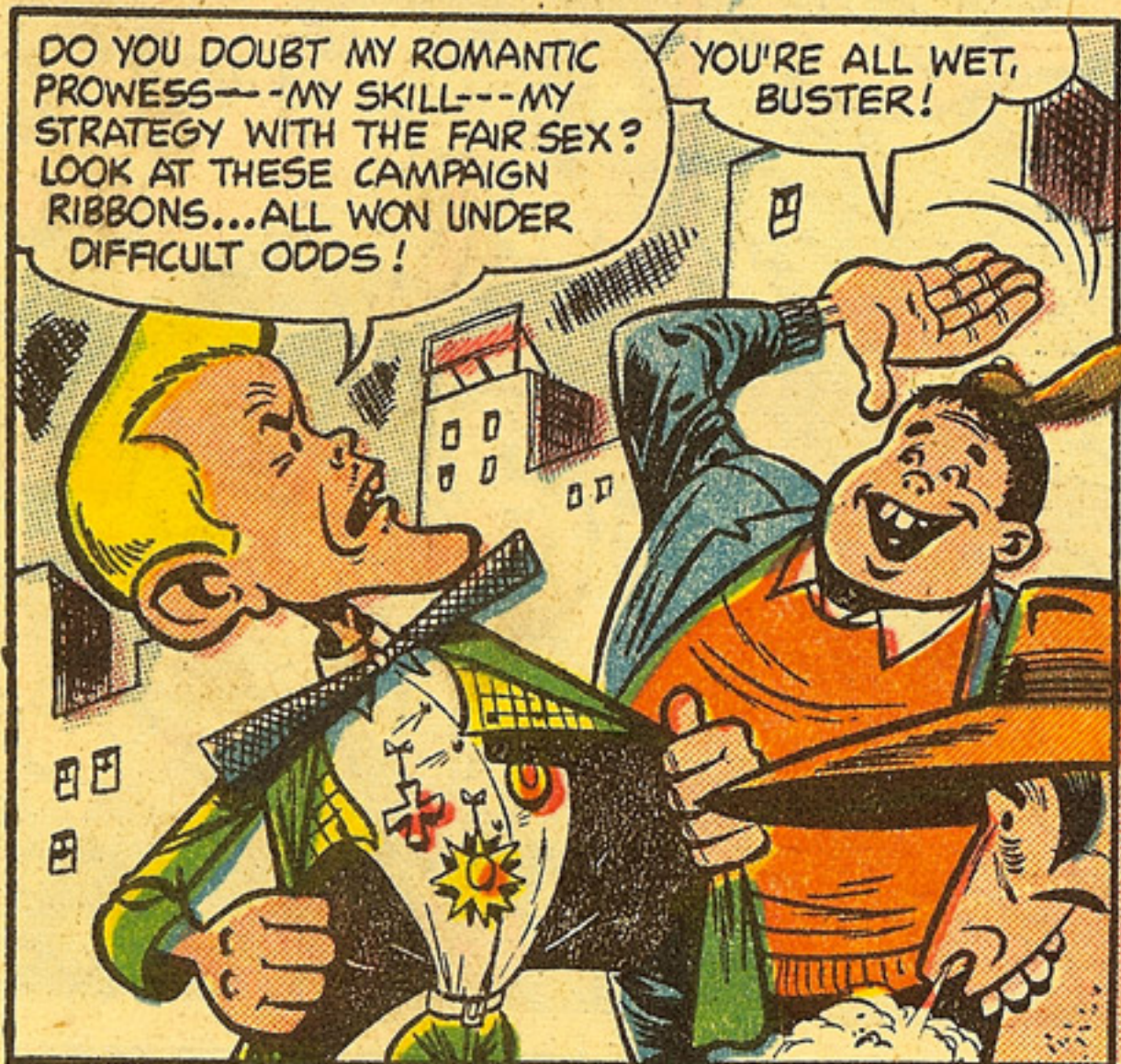
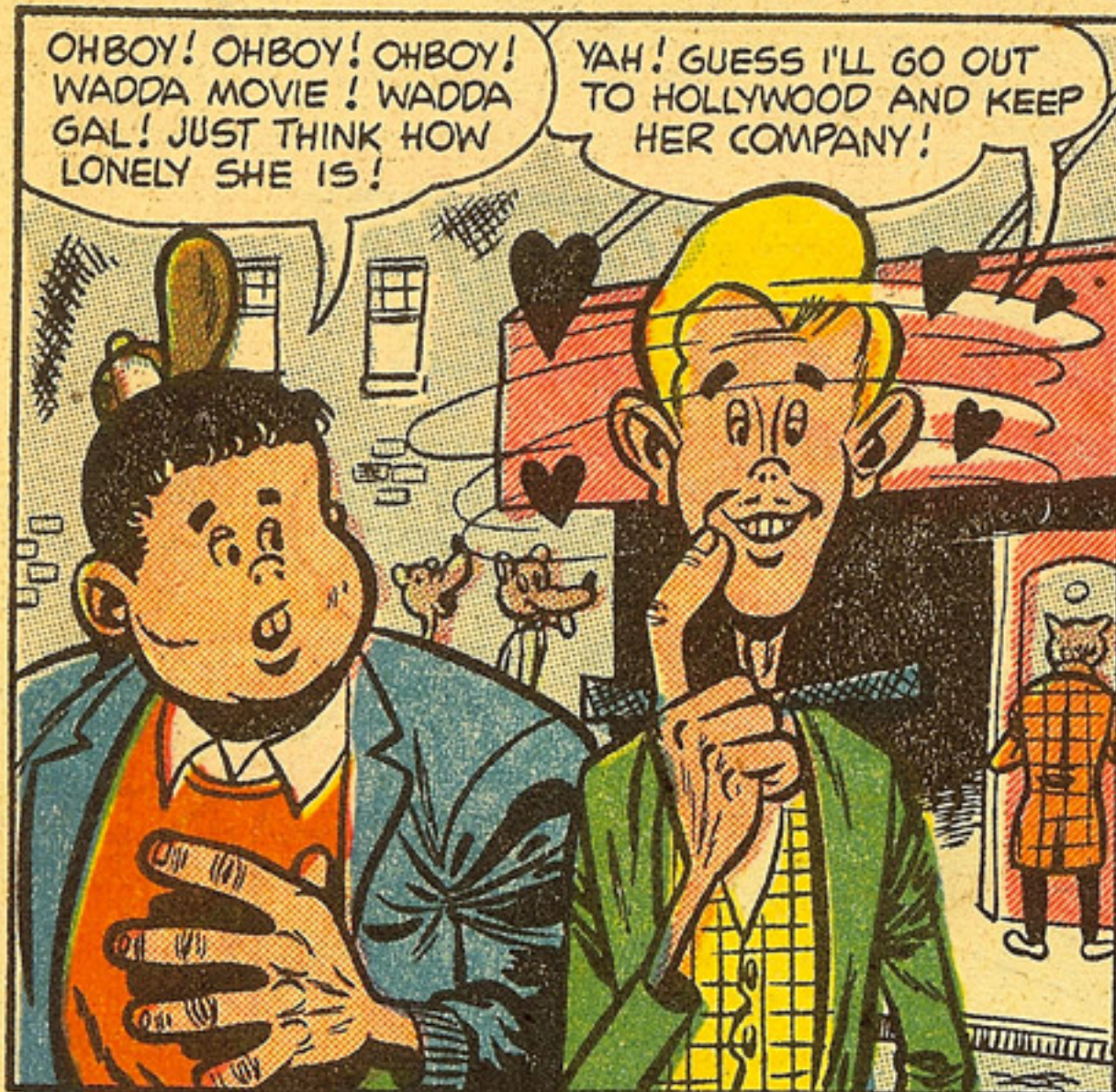
HOLLYWOOD AND TECHNICOLOR PICTURE DEPT.: MANY MILLIONS OF OUR YOUNG MEN ARE ENAMORED DAILY WITH THE DOZENS OF DAMP DAMELS WHO DECORATE OUR SCREENS IN ONE GUISE OR ANOTHER AS DRAMATIC ACTRESSES. SUCH A TIDBIT WAS **HESTER CHADWICK**-- AND **ELMER DIMWITIE**, OUR HERO, SET OUT TO WIN HER. WHAT HAPPENS IS OUR VERSION OF ROMANCE, U.S.A... READ ON, FOR...

# UNDERWATER AGENT



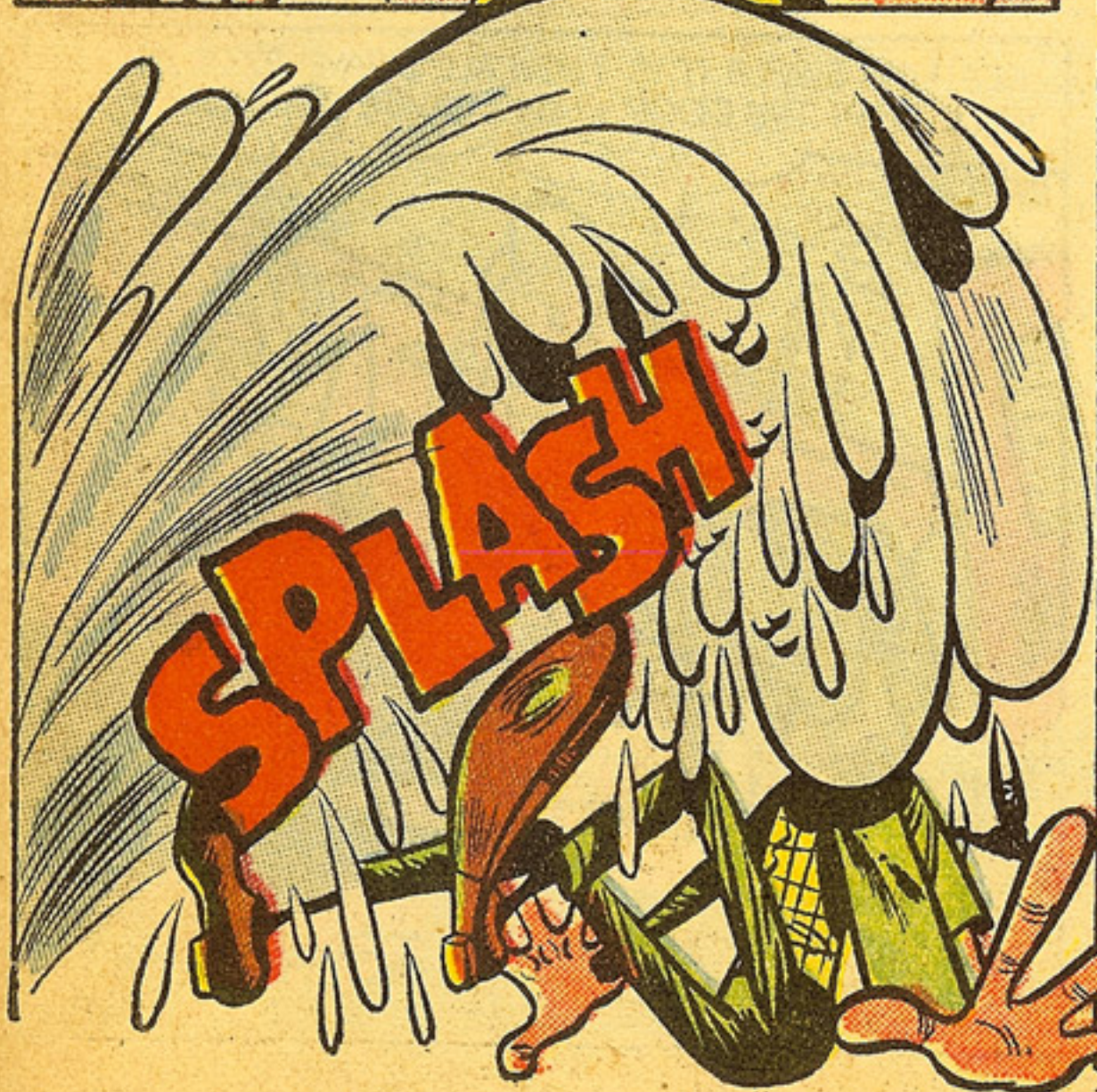
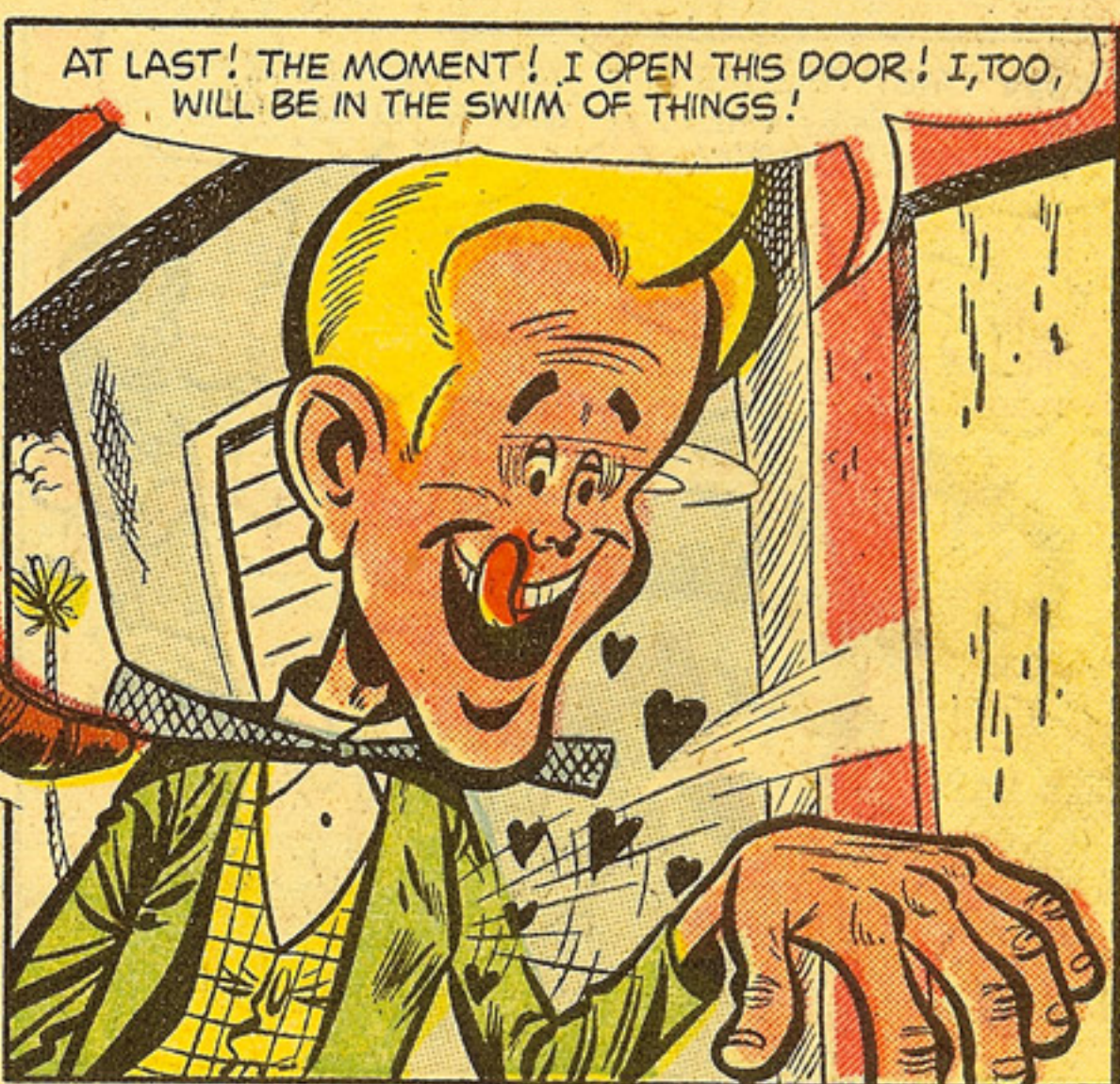
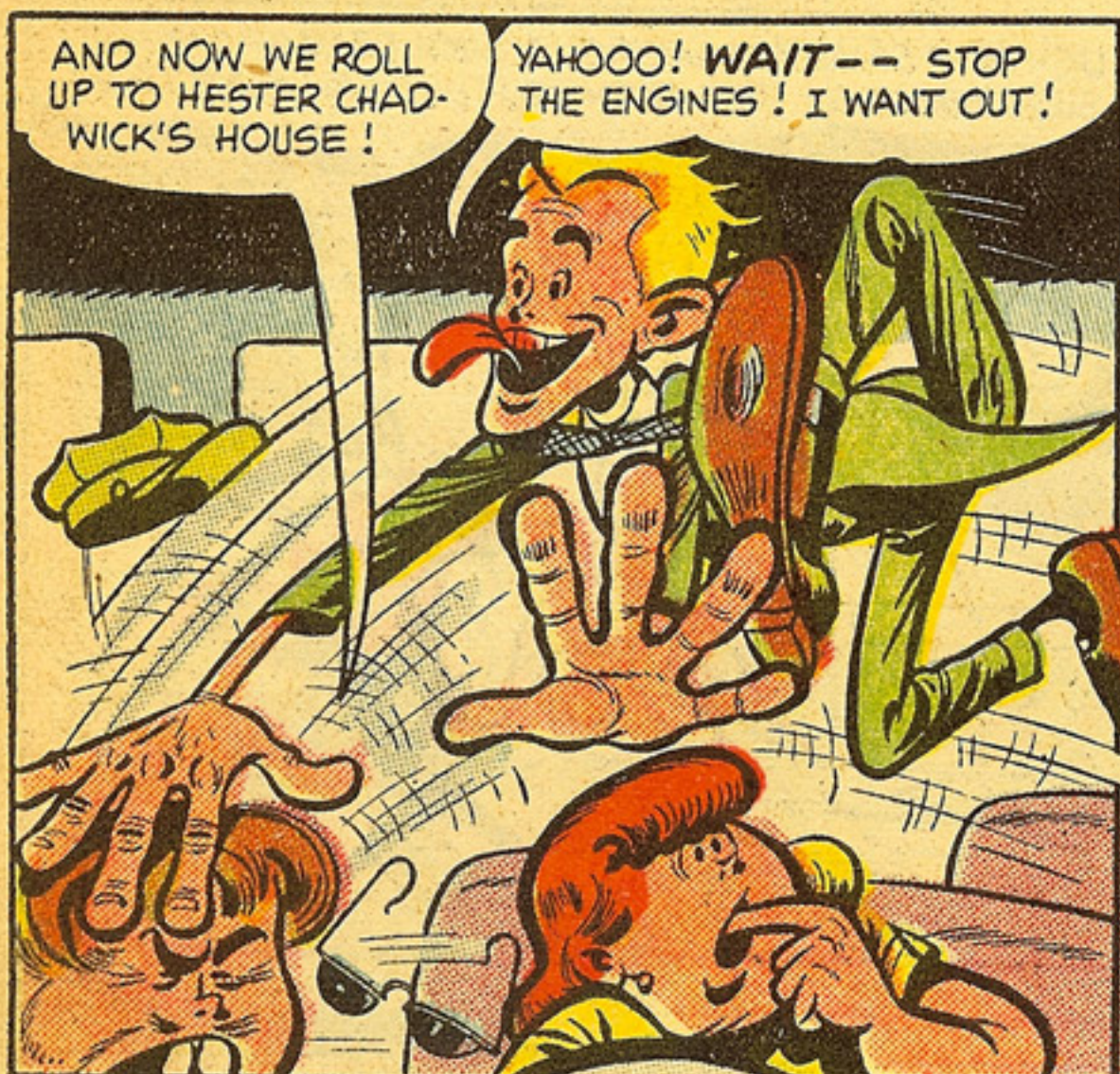
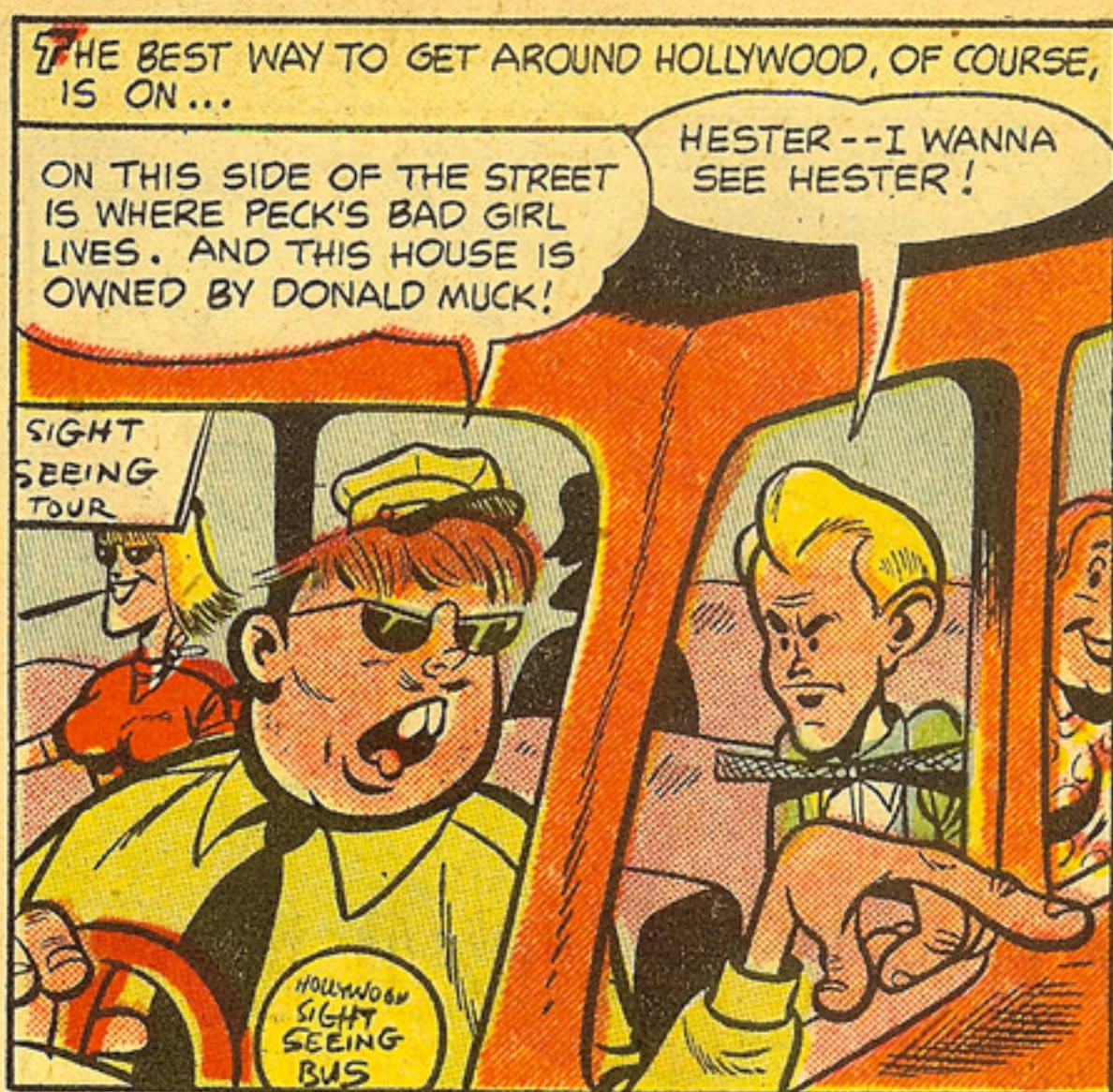
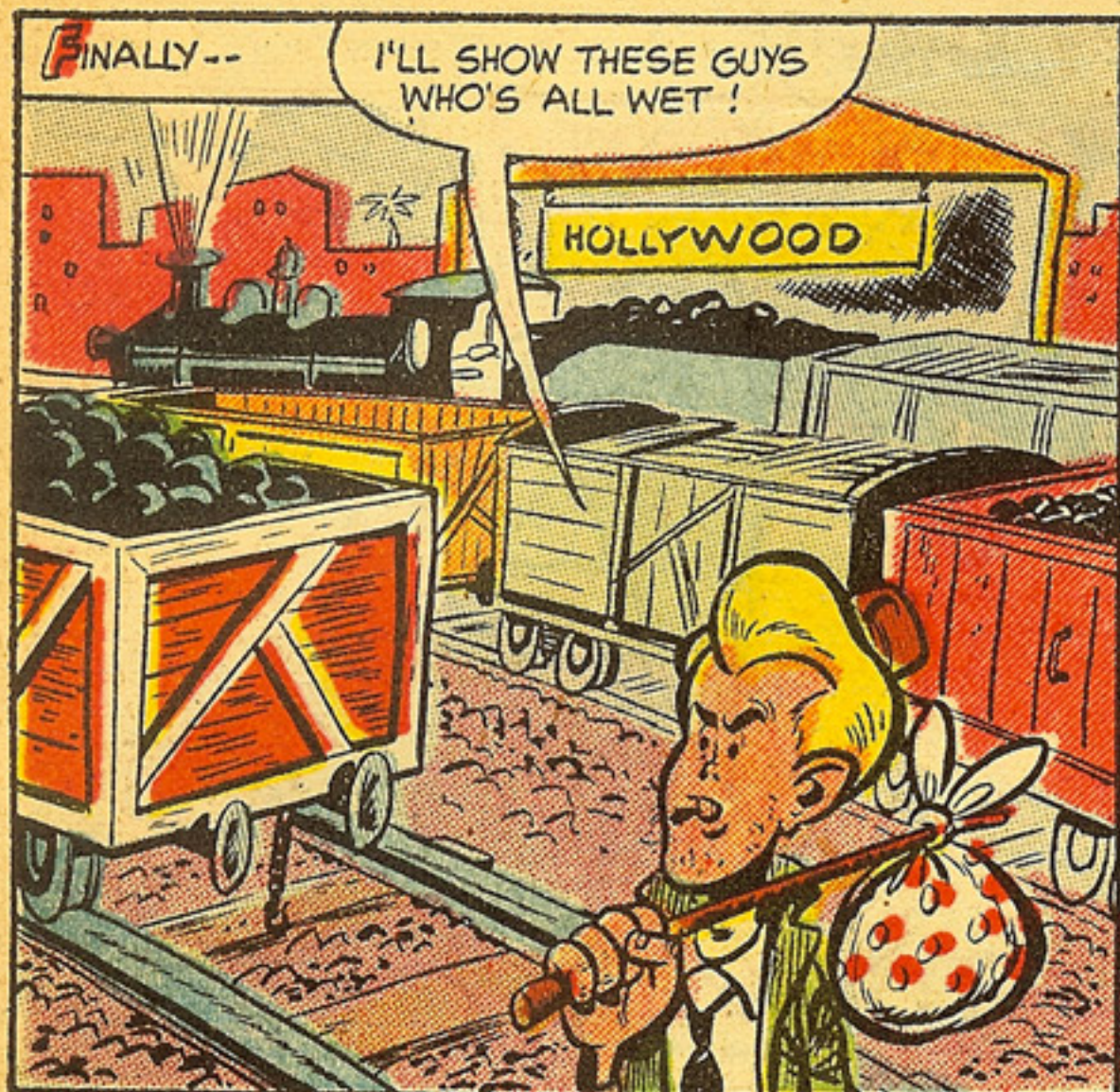


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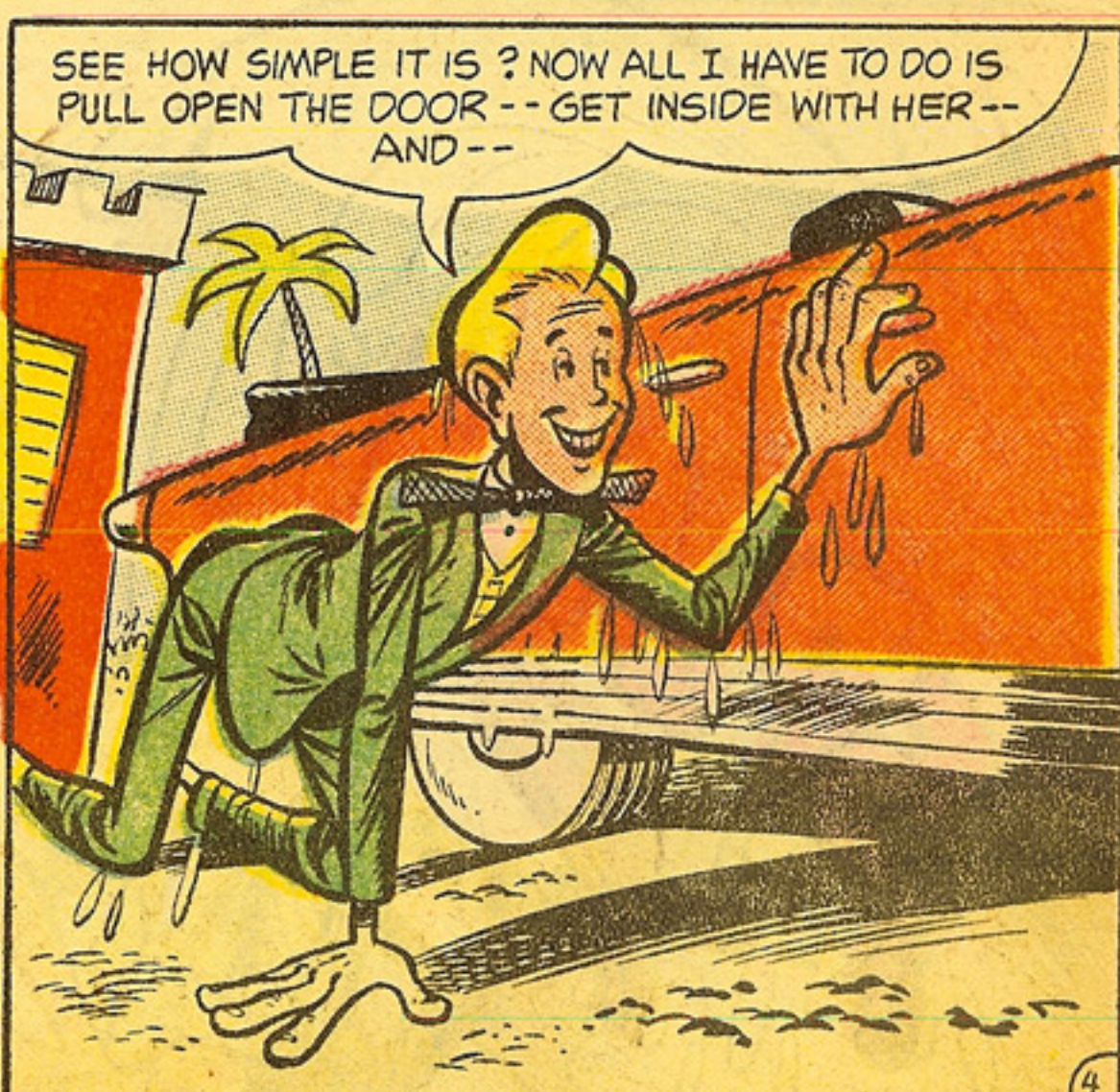
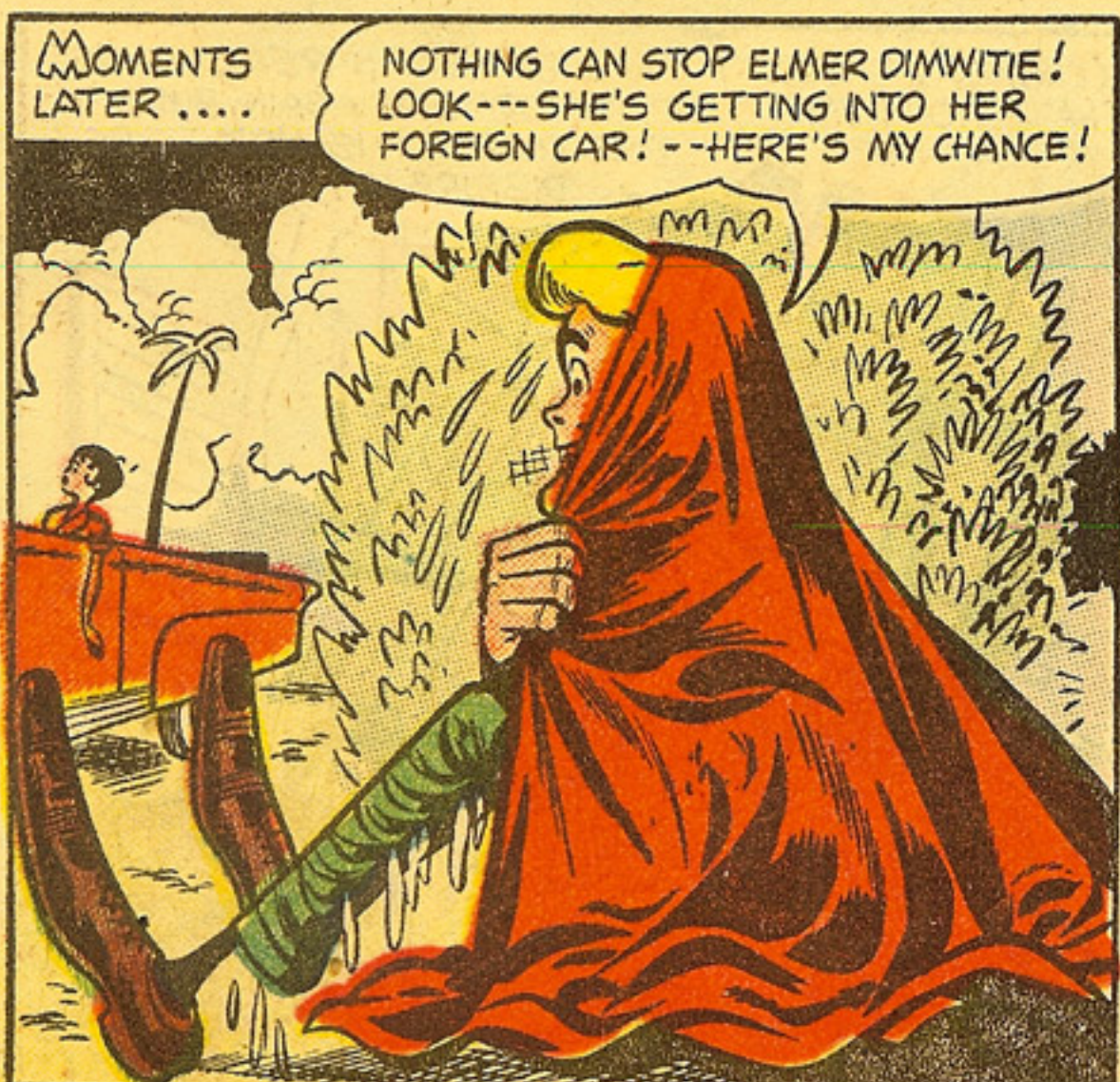
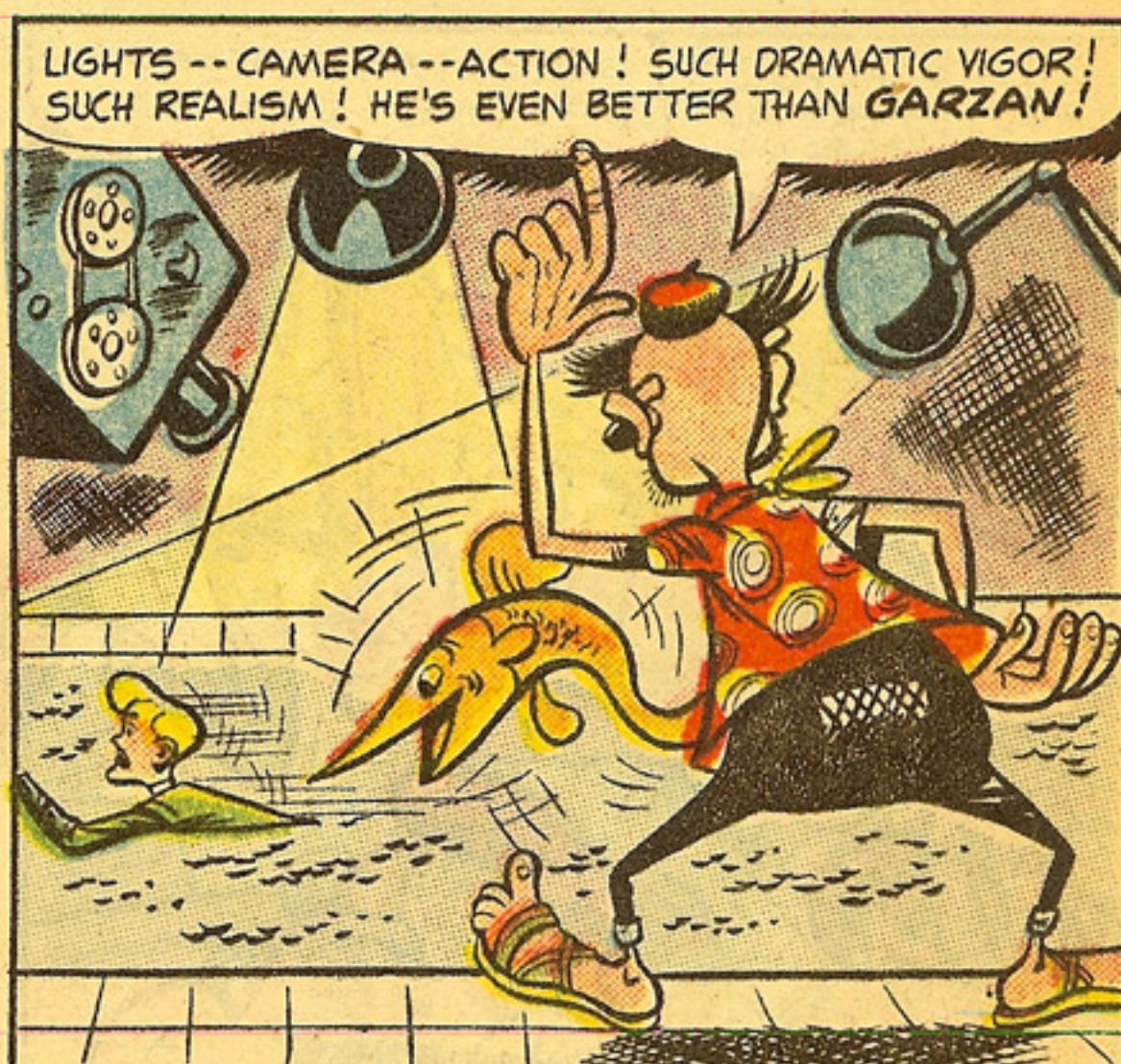
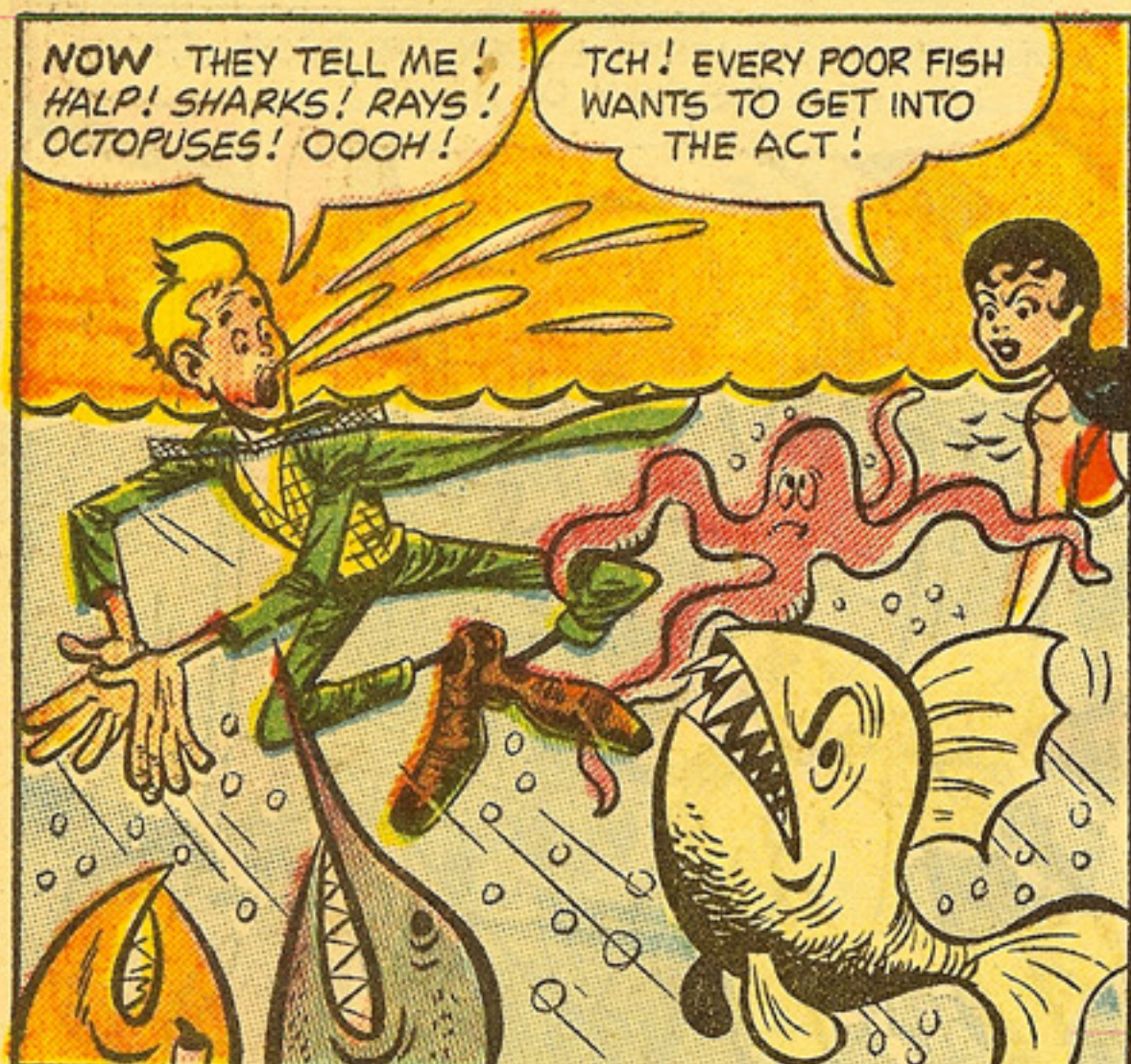


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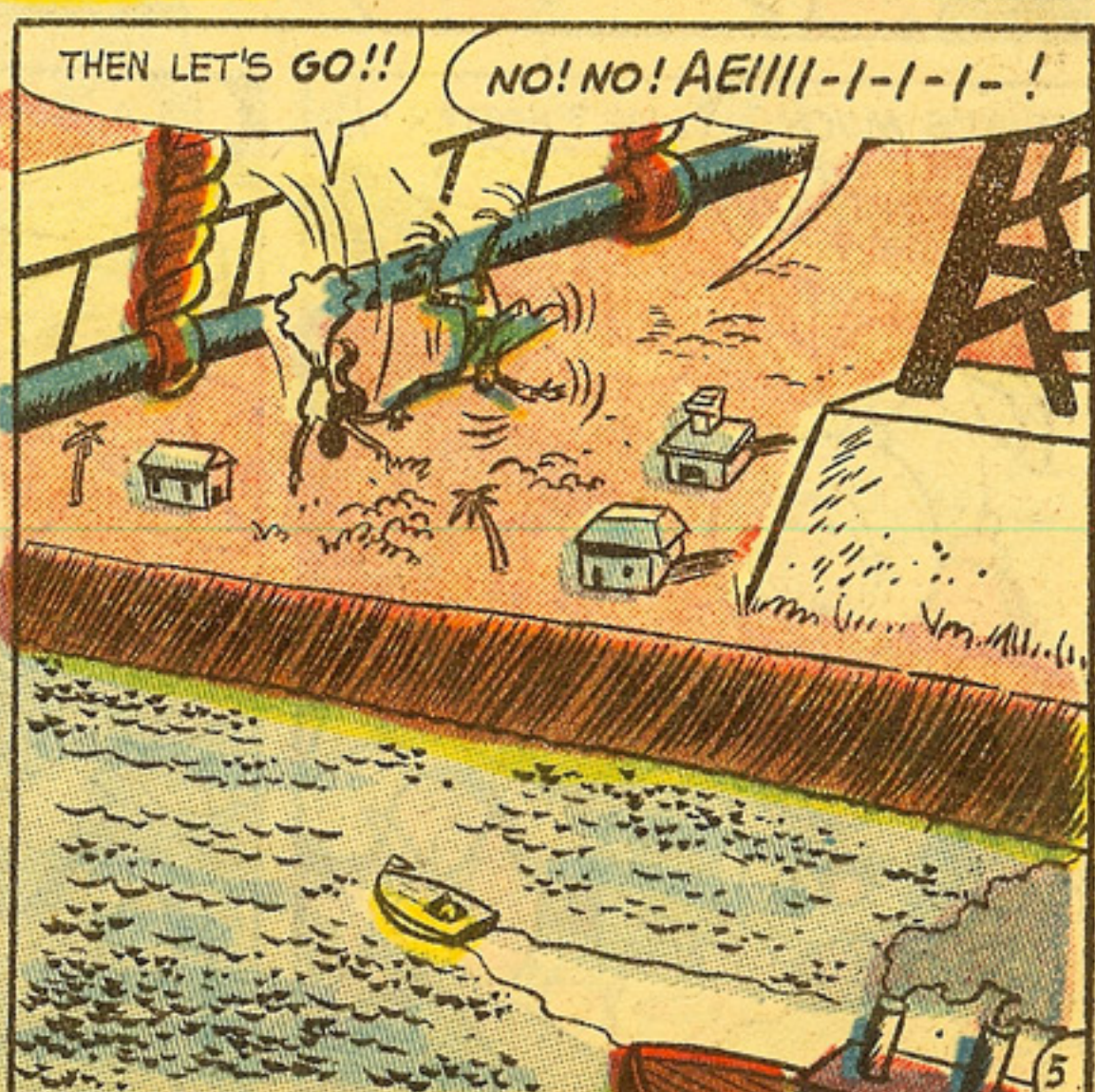
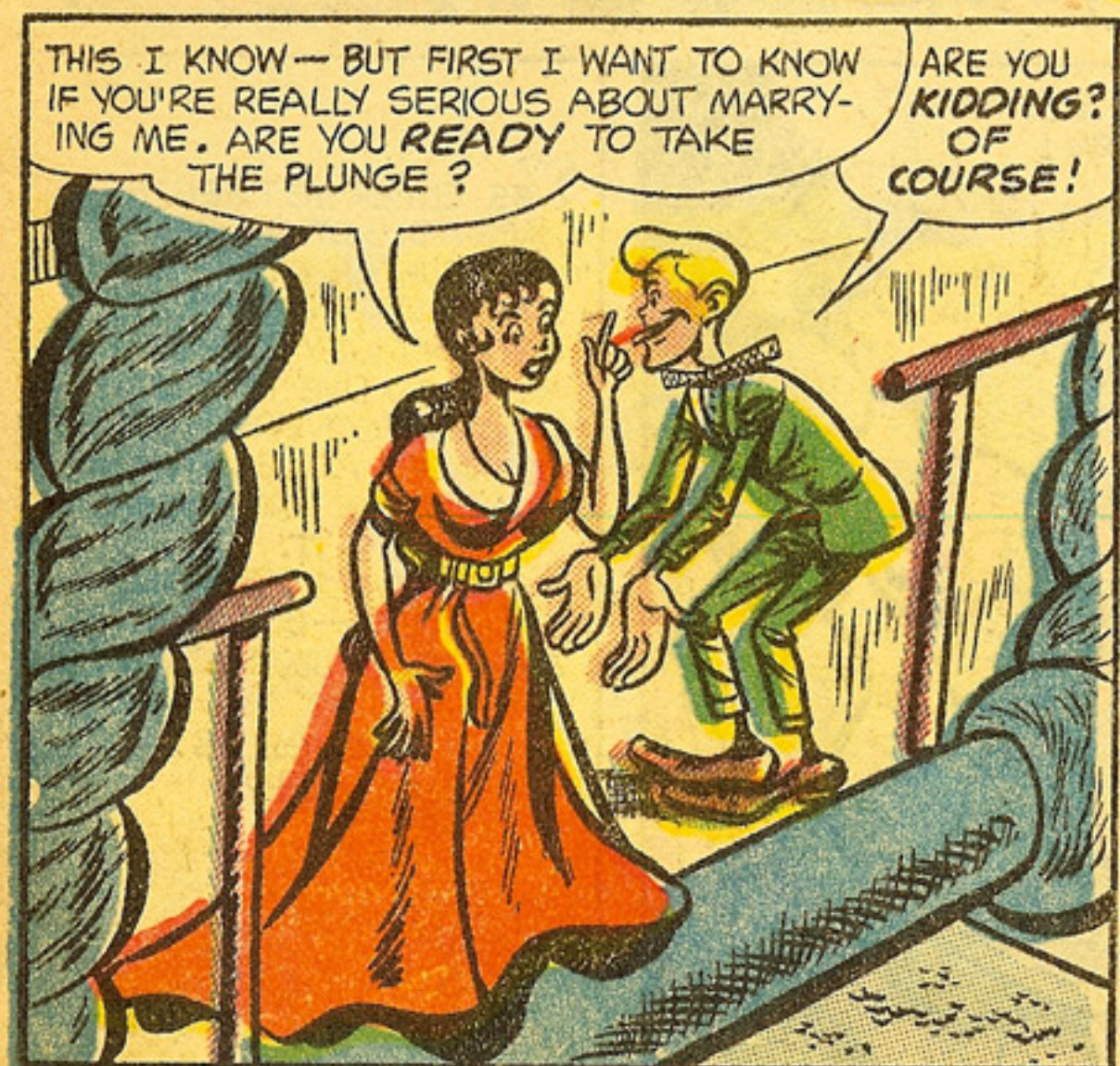


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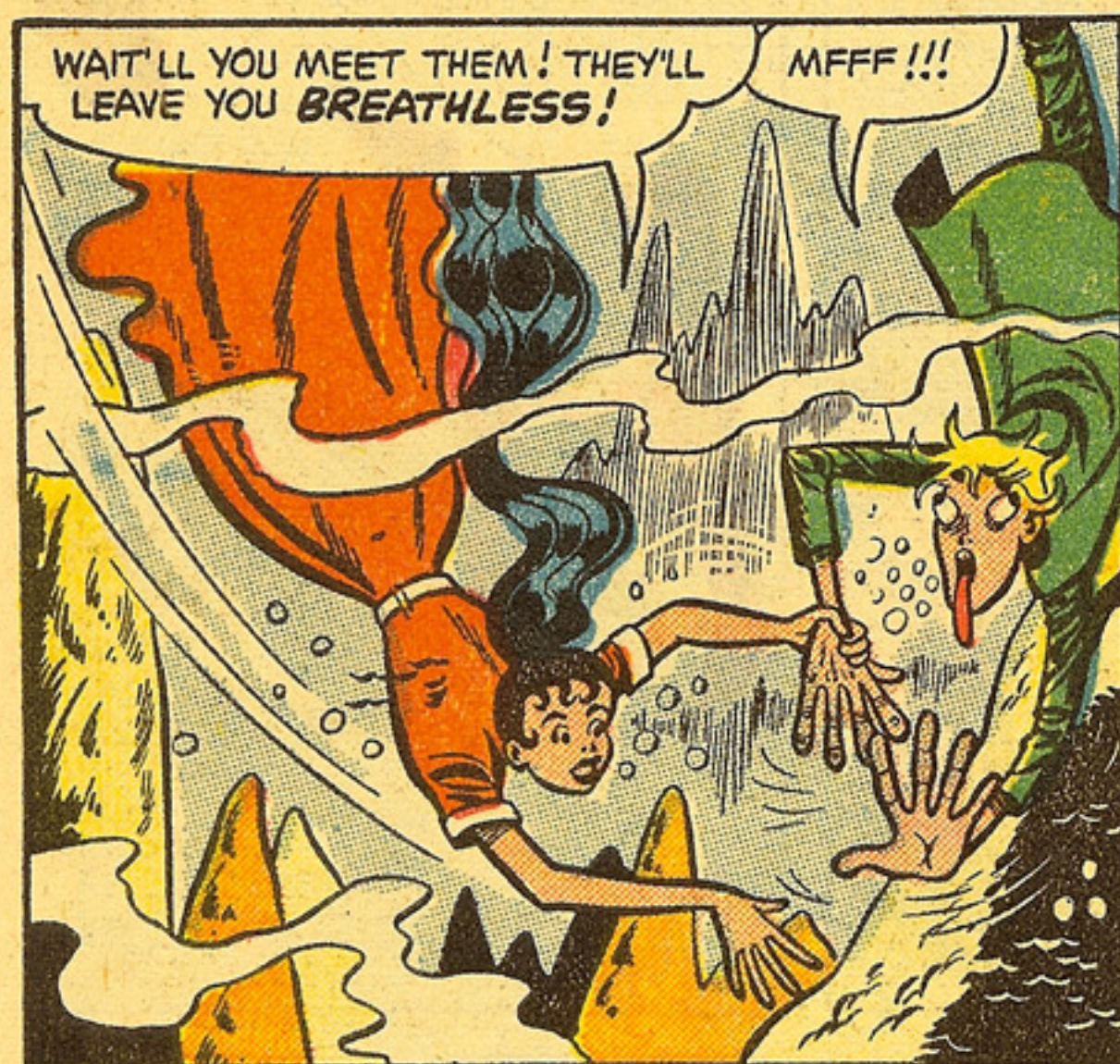
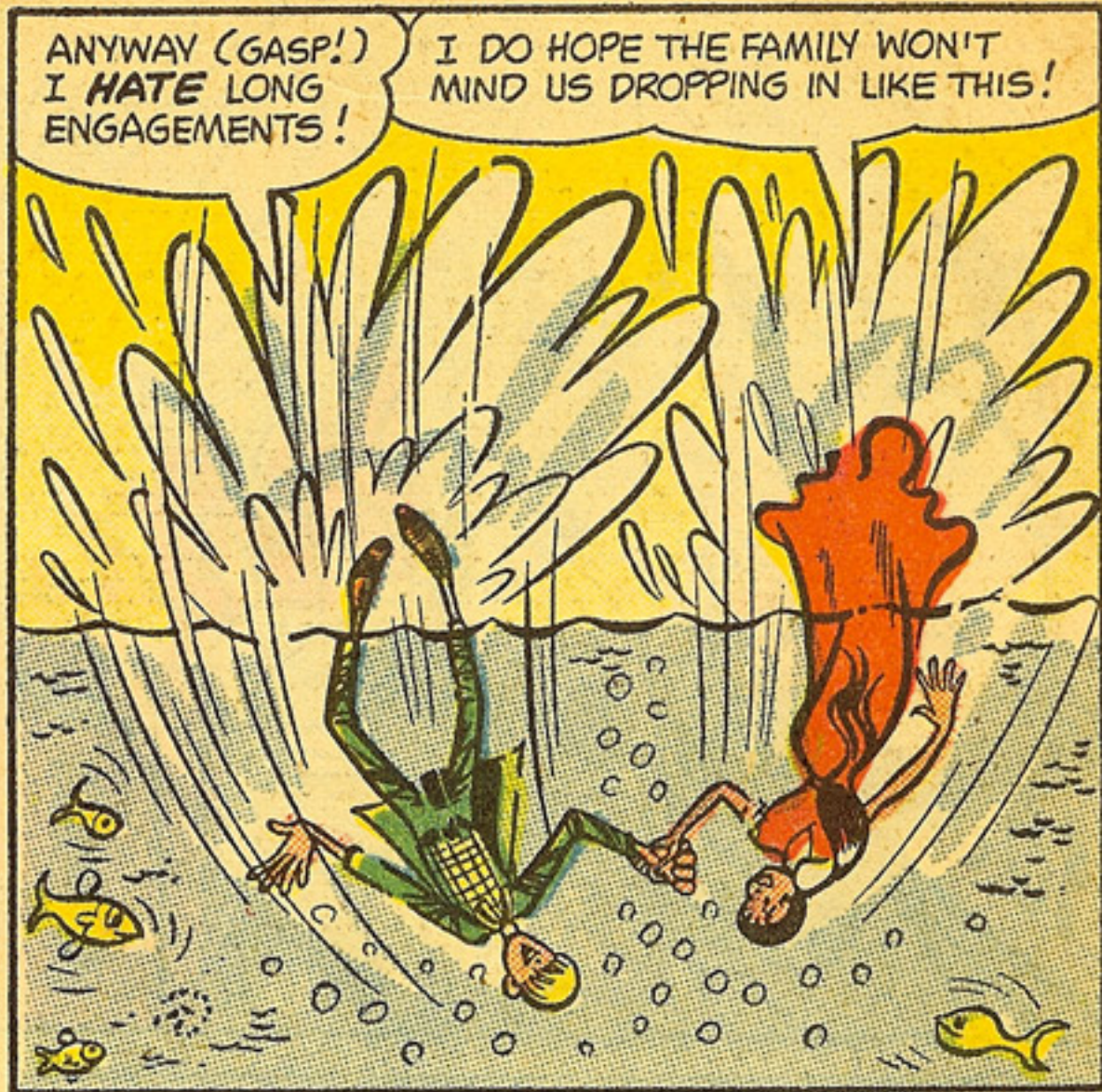


# EH! dig this crazy comic!





# EH! dig this crazy comic!



YES, ELMER MET HESTER'S PARENTS -- ETHEL MERMAID AND BUSTER CRAB -- WAS MARRIED TO HESTER BY CAPTAIN DAVEY JONES AND WENT TO LIVE IN A LITTLE CORAL COVERED COTTAGE, AT LEAST, THAT'S THE WAY ELMER TELLS IT. SOME SAY HE'S STILL ALL WET -- BUT THEN, **THAT'S** TRUE, ANYWAY!

THE (GLUB) END.





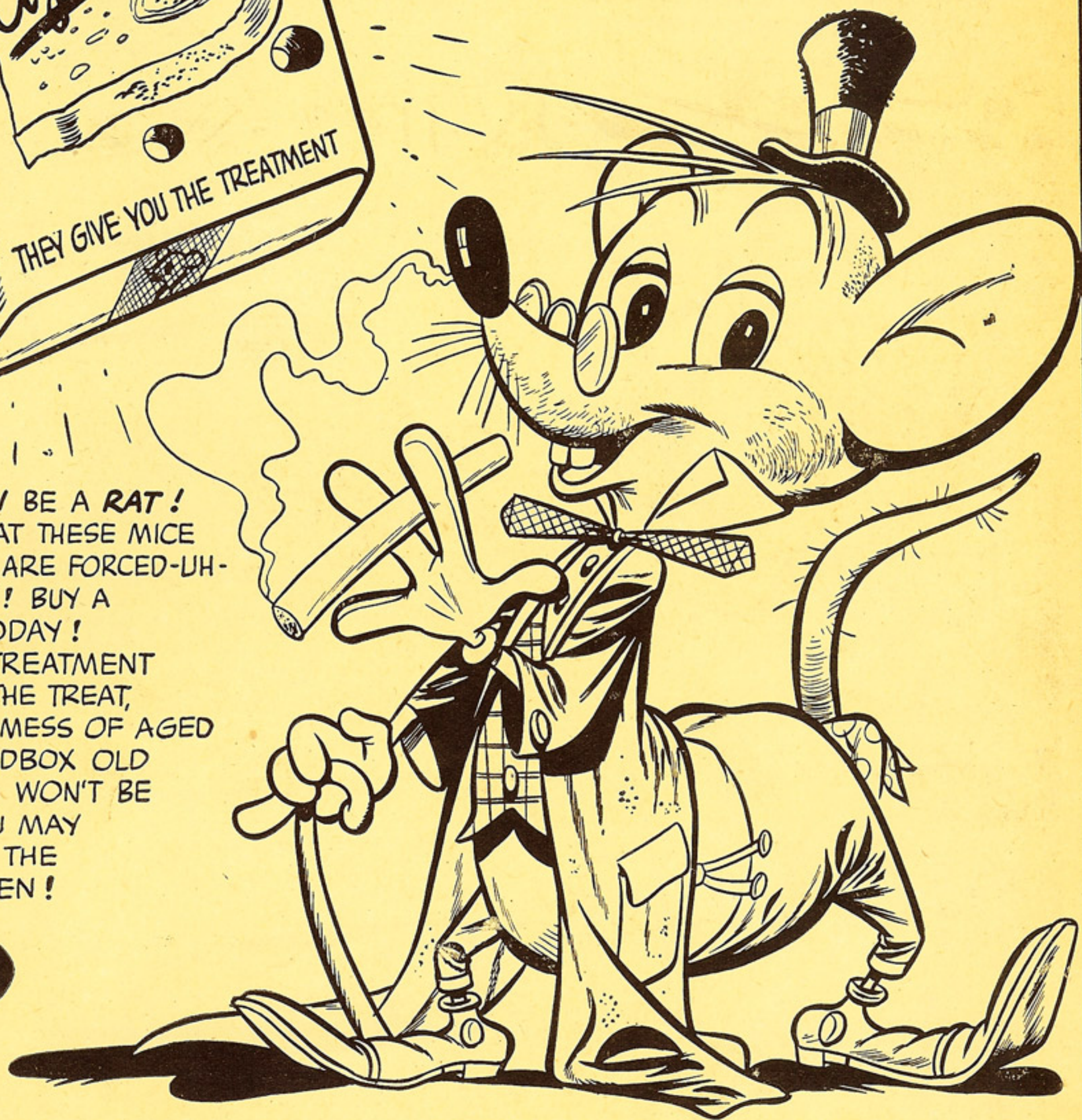
## 50 MILLION MICE CAN'T BE WRONG! OLD MOLD CIGARETTES

MADE FROM THE FINEST GRAPE OF KENTUCKY BREAD MOLD OBTAINABLE, WERE FIRST TESTED ON A SELECT GROUP OF CHURCH MICE (THE MOST DEPENDABLE TYPE, OF COURSE)!

SAYS ABNER C. MOUSE OF MENOOKA, PA., "I'VE BEEN USING OLD MOLD'S PENICILLIN PUFFERS FOR NIGH ON TO THREE HOURS, AND MUST SAY -- KAAAAFFFF! UH, EXCUSE ME -- I MUST SAY I GOT THE **TREATMENT** INSTEAD OF THE **TREAT**!"

SO DON'T **YOU** BE A **RAT**!  
LISTEN TO WHAT THESE MICE  
IN THE KNOW ARE FORCED-UH-  
HAVE TO SAY! BUY A  
CARLOAD TODAY!

• FOR THE TREATMENT  
INSTEAD OF THE TREAT,  
ORDER UP A MESS OF AGED  
IN THE BREADBOX OLD  
MOLDS. YOU WON'T BE  
SORRY - YOU MAY  
NEVER GET THE  
CHANCE, EVEN!



REMEMBER OUR SLOGAN —

**Not a Coffin in a Carload!**



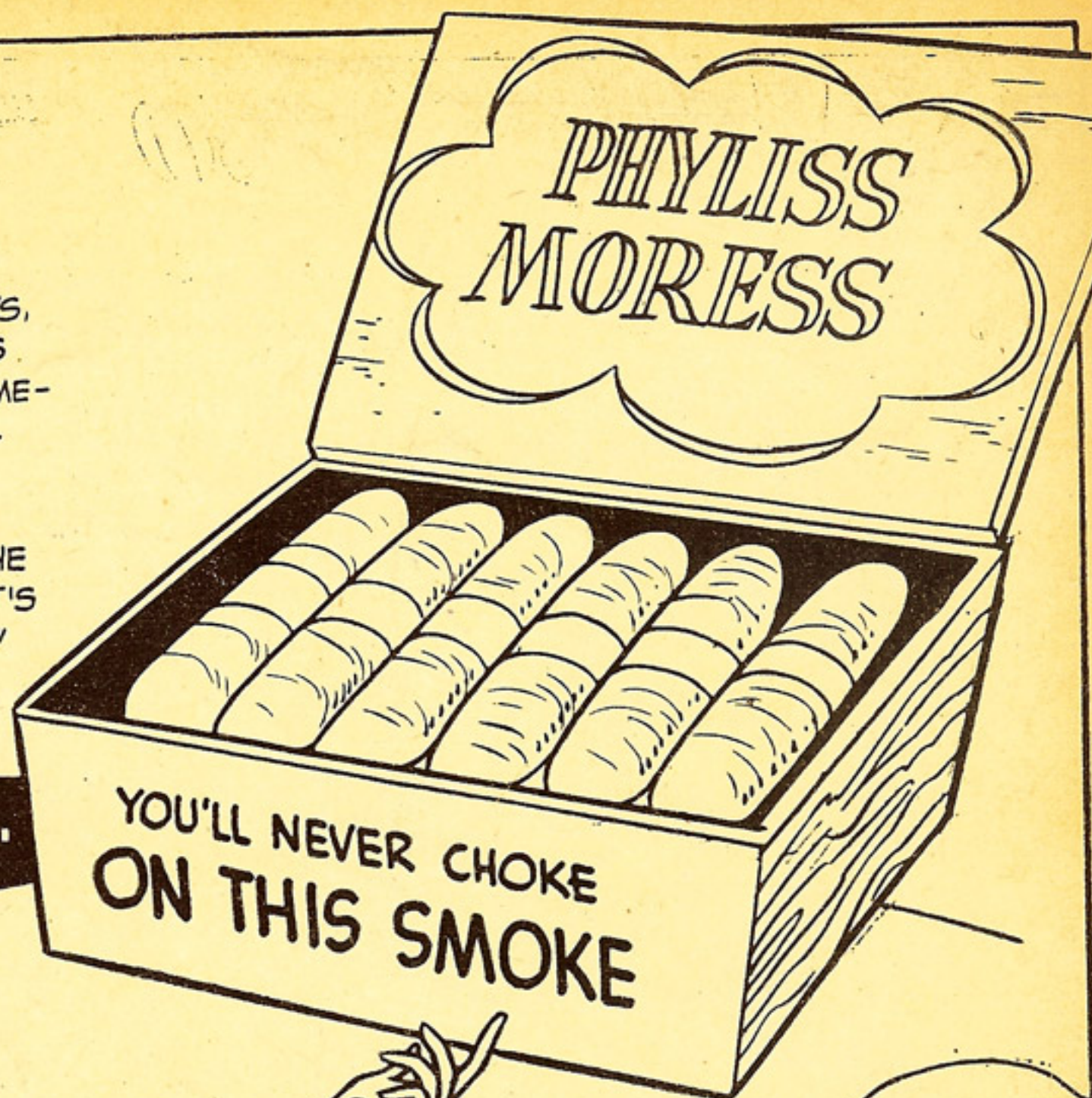
# PHYLISS MORESS

HAS ACHIEVED A NATION-WIDE REPUTATION FOR A REASON! ASK ANY TRAVELING MAN AND YOU'LL LEARN WHY—THEY **REALLY** KNOW.

SAM SCHNOOK OF MCCARTHY, WISCONSIN, SAYS, "LEAVING MCCARTHY BEHIND ME ALWAYS HURTS ME WHERE I LIVE, BUT I MAKE UP FOR ANY HOMESICK FEELING BY CALLING FOR MY FAVORITE --

## PHYLISS MORESS!

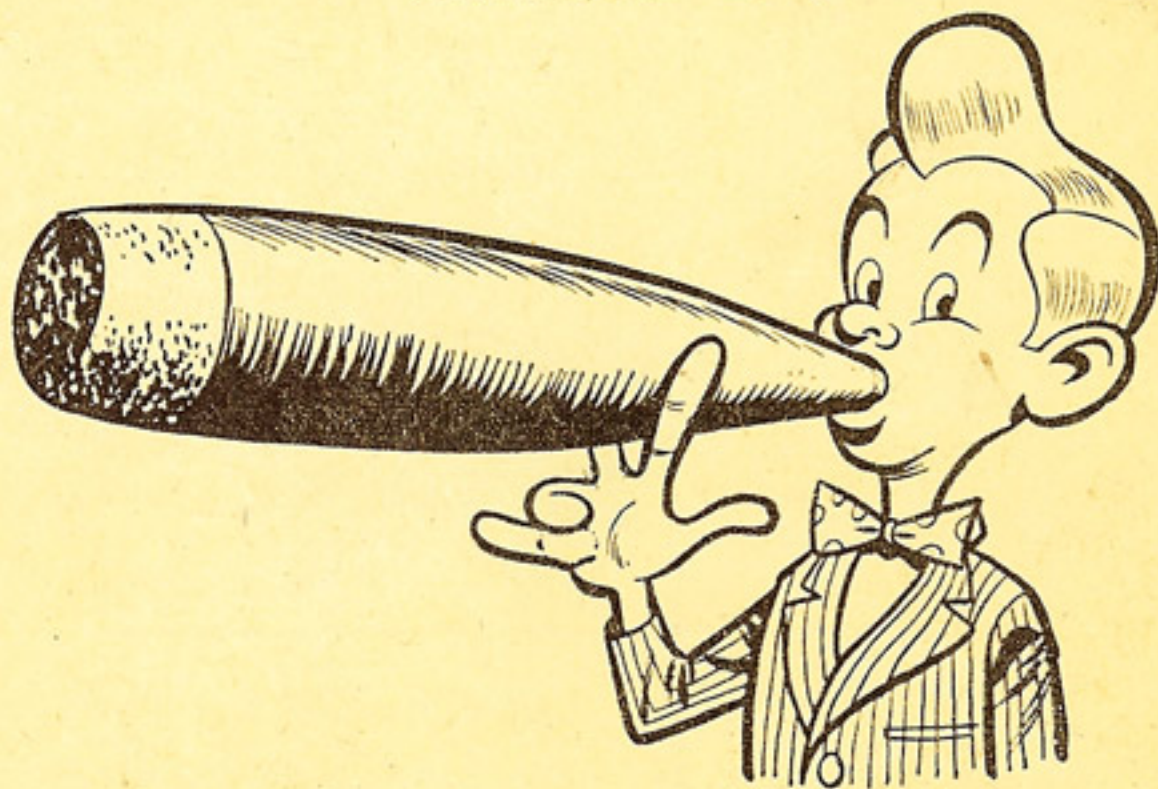
SMOKING THESE STENCHY STOGIES BRINGS THE FULL MEMORY OF MCCARTHY BACK TO ME! IT'S LIKE HAVING A LITTLE BIT OF HOME WITH ME!"



WHENEVER YOU'RE HOMESICK FOR A GOOD SMOKE, OR SICK OF HOME AND NEED A GOOD PICK-UP, REMEMBER TO CALL FOR PHYLISS MORESS! IT'S THE WEED THAT FILLS A NEED! PACKAGE OF TEN, ONLY 4 CENTS

BOX OF 20, \$86.00

(THEM BOXES COME MIGHTY HIGH)



INGREDIENTS USED IN PHYLISS MORESS CIGARS ARE PRE-TESTED BY EXPERTS—NO TARS, NICOTINE, ACIDS OR TOBACCO ARE USED IN THESE FINE SMOKES! IT'S PURE FILTER TO ASSURE YOU THE CLEANEST POSSIBLE SMOKE!